June 1, 1970

International Commerce

A UNITED STATES DEPARTMENT OF COMMERCE PUBLICATION

Secretary Stans reports on Latin American visit

A U.S. DEPARTMENT OF COMMERCE WEEKLY

XUM

International Trade Winds

Company News

STEEL—USS Engineers and Consultants, Inc., wholly owned subsidiary of United States Steep Corp., Pittsburgh, has licensed Fuji Iron and Steel Co., Ltd., Japan, to produce riband brand steels, a development of United States Steel. Fuji is the first company licensed to produce and sell the riband steels, developed for continuous castings as replacements for conventional ingot-cast low-carbon rimmed and capped steels traditionally used in making sheet and tin mill products.

FURNACES—Rust Furnace Co., a division of Litton Industries, Pittsburgh, has received two orders for continuous reheating furnaces from Sociedad Mixta Siderurgica Argentina (SOMISA) of Buenos Aires. The order is part of SOMISA's 2.5 million metric tons per year expansion program at the San Nicolas facilities. The slab and bloom heaters will be among the largest reheating furnaces in the Latin American steel industry and are scheduled for completion by February 1971.

AUTOMOTIVE PARTS—An Argentine automotive parts manufacturer, Armetal Industria Argentina de Metales, S.A., a wholly owned subsidiary of The Budd Co., Philadelphia, has increased production capacity by 40% with a $1.8 million expansion. The Austin Co. of Cleveland, through its South American subsidiary Austin-Sudamerica, provided the design, engineering and construction for the project; The Budd Co. provided technical assistance for the production process. The original Armetal plant, constructed in 1961, was also built by Austin.

POLLUTION CONTROL SYSTEMS—Monsanto Enviro-Chem Systems, Inc., Chicago, has licensed Simon-Carves Chemical Engineering Ltd. (Sim-Chem), a member of Simon Engineering Ltd., London, to design, market and install Enviro-Chem's Cat-Ox systems. The Cat-Ox system is a development for reducing atmospheric pollution and converting an industrial waste into a useful by-product. Cat-Ox, or catalytic oxidation system, removes sulfur dioxide and fly ash from flue gases and converts the sulfur dioxide into sulfuric acid. Sim-Chem's primary areas of responsibility will include Europe and Africa, as well as Australasia, Malaysia, Indonesia and areas of Latin America.

Newsletter

Twenty fellowships in export promotion are being offered to officials of developing countries by the Government of Finland. The all-expenses-paid four-month training course at the Helsinki School of Economics will be taught in English. Practical training will be given in promotion techniques at the national and enterprise level and in export marketing and publicity. Participants will be expected to make special studies of the export promotion and marketing problems of their own countries.

Free space for the use of developing countries at the big Utrecht Spring Fair next February is a current offer of the Dutch Government. The only stipulation in this grant of floor area, separation walls, covering, furniture and signs is that the recipient nation have a sales expert on duty, and that products to be displayed be produced in sufficient amounts to have significant export potential.

Management teams from the developing nations of East Asia have been touring the U.S., following itineraries arranged by the Agency for International Development. While the main purpose of these visits by executives from Korea, Thailand, Indonesia, Taiwan, etc., is to study American management practices, there has also been some industrial shopping. One team placed an order for $2 million worth of textile machinery. Another group of food processors bought $200,000 worth of carton paper.

How can we go outside the family? That is one of the problems in the minds of many of these visiting officials. In the developing nations, family-operated businesses predominate. Managers must learn how to trust others and delegate authority as they expand into branch operations and make intensive efforts to penetrate world markets. In their studies of U.S. practices, the East Asian officials are thus keenly interested in training programs.

Help for the developing nations enters into the U.S. balance of payments situation, says Commerce's Assistant Secretary for Economic Affairs Harold Passer: He asks that we approach this situation from the standpoint of the "transfer of real resources between the U.S. and other countries." He notes: "Because the U.S. is by far the wealthiest nation in the world, it seems only reasonable that we should make a contribution of real resources to the rest of the world—particularly the underdeveloped countries. To do so we must have a net export surplus of goods and services."

NOTICE: This information is offered to preview or provide informally brief and varied comment on Bureau of International Commerce worldwide export and investment promotions. It is not final and does not substitute for the detailed know-how and analysis in our regular news columns.

U.S. Department of Commerce

Maurice H. Stans
Secretary

Rocco C. Siciliano
Under Secretary

Kenneth N. Davis, Jr.
Assistant Secretary for Domestic and International Business

Harold B. Scott
Director, Bureau of International Commerce

Clarence M. Zens
Managing Editor

America A. W. Favale
Director of Graphics

Annual subscription $20.00 ($6.25 additional for foreign mailing). Single copy 40 cents. Price of index issue varies. Domestic subscribers desiring airmail service must submit $28.00 additional for postage. Make remittance payable to the Superintendent of Documents and mail either to any U.S. Department of Commerce Field Office or to the Superintendent of Documents, U.S. Government Printing Office, Washington, D.C. 20402.

All subscription inquiries and address changes should be directed to the Superintendent of Documents at the above address. This is the central distribution agency for U.S. Government periodicals.

Expressions herein from private sources are meant to stimulate thought toward the solution of problems confronting the international businessman and to provide constructive suggestions, but they are personal opinions. Contents of this publication are not copyrighted unless so indicated. Noncopyrighted materials may be reprinted freely. Mention of source will be appreciated. Use of funds for printing this publication approved by the Director of the Bureau of the Budget on June 17, 1966.

the cover

An inspection tour of a joint Venezuela-U.S. paper products operation was part of the 17-day six-nation tour of Latin America led by Secretary of Commerce Maurice H. Stans this spring. A report on the tour begins on page 2, and a special article by Secretary Stans about the Venezuelan venture is on page 5.

June 1, 1970
Volume 76
Number 22

International Commerce

Published weekly by the
BUREAU OF INTERNATIONAL COMMERCE

Stans Sees 'Continent of Future' in Latin America 2
Commerce Secretary finds healthy economic development prospects on recent tour, as political maturity replaces era of instability.

First Quarter U.S. Trade Expands Sharply 6
Continued economic advances abroad boost exports; imports climb despite sluggishness of U.S. economy

Future Overseas Promotions in 12 Nations Listed 12
Thirty-two events, including U.S. Trade Center and trade fair exhibits, and trade mission visits, open for participation

U.S. Stages Most Successful Show in Japan 18
Display at Japan Electronics Show resulted in $16.8 million in expected sales by 43 U.S. firms exhibiting

Slowdown in Turkish Development Pace Seen 21
Stringent measures may be needed to restore orderly economic growth; U.S. export prospects remain good

Swiss Economy Operating Near Full Capacity 28
High foreign and domestic demand for Swiss products fueled a real GNP increase of more than 5% in 1969

MISCELLANEOUS—New Hampshire soldering firm wins 'E' award 10
World's tallest buildings, twin monuments to trade, joining New York skyline 11
TRADE FAIRS, CENTERS—Stockholm show draws 22 new-to-market firms 20
WORLDWIDE BUSINESS OUTLOOK—New business data service uses tapes 23
U.S. sales prospects good in Lebanon, but won't match last year's record 24
Tremendous growth potential seen in Saudi Arabian import market 26
Report describes Ghanaian market for varied types of U.S. goods 30
Tourist-oriented Barbados feels impact of overseas slowdowns 32
U.S. trade expected to play larger role in French Antilles economy 33
FOREIGN GOVERNMENT ACTIONS—Andean nations enact minimum tariff 35
World Bank Group aids projects in Colombia, Kenya, Malaysia 35
INVESTMENT, LICENSING OPPORTUNITIES—Austrians want U.S. licenses 36
WORLD TRADE OPPORTUNITIES—Hong Kong leasing container terminal lots 37
NEW BOOKS AND REPORTS—22 new IMIS reports released 44
New OBR's cover economic conditions in nine nations 44

XUM

DISCUSSIONS IN BRAZIL included one with Minister of Finance Delfim Netto, at right in left photo. Secretary Stans was surrounded by newsmen after he left a meeting with the Brazilian President, as is shown in photo at right. At right in photo with newsmen is U.S. Ambassador C. Burke Elbrick.

REPORT ON SIX-NATION TOUR

'Continent of the future'

Secretary Stans finds Latin economies improving with growth of internal stability

By MAURICE H. STANS
Secretary of Commerce

In a world preoccupied with demanding issues and a vast array of major problems, South America sometimes may seem to be the forgotten continent, languishing in the backwaters of the news.

But to those who probe and explore its economic frontiers, as I have just been privileged to do, the conclusion is inescapable:

South America could be the continent of the future.

The enthusiasm it excites is almost boundless. Fueled by a great network of rivers which surpasses our own, here is an enormous body of land incredibly rich in water, in resources, in potential, and in the spirit of its peoples.

Their various prides run as deep as their many hopes, and if there is one trait shared in common by the peoples and the countries of Latin America it is their desire not to be lumped together in the world's view, but to be respected for their own nationalities, achievements and aspirations.

The countries which I visited recently have gained an impressive degree of political maturity, with a receding potential of political unrest.

They are bringing under control the ravaging inflation of recent years.

The continent is in want only of economic development.

From the high-rise canyons of Caracas to the European elegance of Buenos Aires, from the deepest aspirations of Montevideo to the massive strength of Sao Paulo, throughout the striking symmetry of Brasilia, the beauty and charm of Rio, and in the mountainous air of Bogota, one obsession overrides all other considerations of government and private society:

Economic development.

That same commitment to a better economic future exists in Jamaica, which was the sixth country on my 17-day tour of Latin America.

A fundamental purpose of this trip was to go to these countries, rather than waiting for their leaders to come to Washington, to demonstrate President Nixon's commitment to a mature partnership with the nations of the Western Hemisphere. I did so as the first member of his Cabinet to visit Latin America, and as the first U.S. Secretary of Commerce ever to tour the capitals and centers of those lands.

In each nation I was privileged to carry the President's commitment personally to the head of state, to the leading ministers of government, to the leaders of business and industry, and through the press and other media to the public itself.

It is not enough to say that the reception in each country was cordial.

► Conversations with each government were candid and extremely productive.

► Press reactions were almost uniformly voluminous and friendly.

► At no time was there the slightest security problem or public incident.

Our conversations covered substantive matters of mutual interest, including discussions on such Latin American concerns as exports of oil, meat, coffee, textiles and other products to the United States.

Beyond that, at the outset of my meetings with the leaders of each government, I discussed several ways in which the U.S. and our Department of Commerce could make genuine contributions to their progress.

Trade—Each country has a priority interest in expanding its exports to the U.S. and elsewhere. They understand our desire to expand exports to Latin America,

and they were assured of our intention to buy as well as sell.

Each was offered specific assistance by the U.S. in expanding its exports to Europe and in becoming more competitive with other exporters to the U.S. We offered to assist each in an overseas trade promotion at a U.S. trade center abroad, and in vastly improving the market research in the United States which they so urgently need. In addition, we proposed major bilateral trade conferences with their ministries of commerce and their private industrial leaders.

Tariffs—I pointed out repeatedly that most Latin American products come into the United States duty free, and that our remaining tariff average of 7 percent will drop to zero on most items when the U.S. preferential tariff scheme for Latin America becomes effective.

Travel—Each country has a potential for large earnings through tourism that can be built in a relatively short time period. I urged them to expand incentives for investments in needed tourist facilities, and offered them unlimited access to the know-how and experience of the United States Travel Service in developing more sophisticated promotion programs.

Technology—Because no country visited has developed systems of technical standards adequate for substantial industrial and export expansion, we offered a new fellowship program in ccoperation with the Agency for International Development to bring Latin American scientists to the United States for long-term study at the National Bureau of Standards.

We also offered exchanges of scientific information on patents and weather.

Each of these offers was greatly appreciated, and work already has begun in the Department of Commerce and elsewhere to assure their follow-through.

But beyond all of the specific issues and programs which were discussed throughout Latin America, the main burden of my talks with government and private leaders centered on the long-range needs and opportunities of economic development.

It is here, I said, that our partner nations must do their best thinking, and here that private industry and private investment can help them write the finest chapters in the histories of their respective countries.

As developing countries, still largely dependent upon a limited number of traditional products, commodities and exports, the nations of Latin America understandably look first to the near-term goal and the short-range competitive problem when they look to the future.

Perhaps inadvertently, perhaps out of economic necessity, they have grown accustomed to planning in terms of just three, four or five years ahead.

I suggested that each country take a longer look at the future: develop national goals and plans for a standard of living 25 years ahead; computerize and project its needs for education, housing, transportation, welfare, health services and all the other basic elements of a late 20th century society, and then price it out as a guideline for the cost of development and the capital requirements involved.

Wherever it is done, I believe there will be deep surprise at the enormous costs which must lie ahead to achieve national

Latin America visit summarized

On his 17-day tour of Latin America, Secretary of Commerce Maurice H. Stans visited the following eight cities on a six-nation itinerary:

Caracas, Venezuela, Apr. 16-18; Buenos Aires, Argentina, Apr. 19-21; Montevideo, Uruguay, Apr. 21-22; Sao Paulo, Brazil, Apr. 23; Brasilia, Brazil, Apr. 23-25; Rio de Janeiro, Brazil, Apr. 25-27; Bogota, Colombia, Apr. 28-30, and Kingston, Jamaica, May 1-2.

Secretary Stans was accompanied by four senior officials of the U.S. Department of Commerce: Robert McLellan, Deputy Assistant Secretary for Business Development; Harold B. Scott, Director, Bureau of International Commerce; Claude Courand, Director, American Republics Division, Bureau of International Commerce, and Robert M. Smalley, Special Assistant to the Secretary for Public Affairs.

Secretary Stans had 102 engagements in the 14 working days of his trip. These included 6 meetings with heads of state, 24 meetings with Ministers of Foreign Affairs, Finance, Development, Commerce, or other government offices, 8 meetings with other top-level officials, and 14 meetings with U.S. and local businessmen. He made 16 speeches, conducted 8 press conferences and 8 Embassy briefings, and participaetd in 13 formal dinners and luncheons.

In addition, he made tours of the following business operations: a paper mill in Venezuela, an electronics plant in Argentina, a metals plant in Brazil, and two bauxite mining and processing facilities in Jamaica.

CONTACTS WITH LATIN AMERICANS came in various ways. In Bogota, Colombia, Secretary Stans appeared on a prime time TV show moderated by Dr. Fabio Lozano Samonelli, television personality and member of the Colombian Congress. At right, during Argentine stop, the Secretary visited a plant that is operated as a joint venture with the IBM Corporation at Buenos Aires. Plant officials with the Secretary are (from left) Julio V. Bertani and Enrique Ober.

XUM

ONE OF SIX HEADS OF STATE greeting Sec. Stans on the trip was Uruguay's President Jorge Pacheco Areco.

goals. Given the economic state of these nations today, and their current potential, I expressed doubt that any country in Latin America could raise domestically more than half of its capital requirements over such a period of time.

If that is true, then it is equally apparent that present attitudes toward foreign capital will need to be liberalized.

As most American investors know, there is a mixed attitude toward foreign capital investment today in Latin America. In varying degree each country tends to hedge on its receptiveness to foreign capital, either by imposing various restrictions on its freedom of entry, or on the payment of dividends, fees, royalties and other earnings. Wide variations in administrative rules also tend to limit the freedom of foreign investment.

I pointed out to our Latin American partners that the U.S. was originally built largely on foreign capital. Many of its basic systems of transportation, industry and other essential parts of our economy were foreign financed. The earnings from these projects helped create the vast reservoir of private savings which has made us the most capital-rich country in the world.

I explained further that U.S. capital will go where it is most welcome and where it is best treated. The freer it is, the more will come. To the extent that our Latin American partners accept that truth, they will succeed in attracting the foreign capital they must have for their future growth.

Today there is inadequate recognition or awareness in Latin America of the contributions already being made by American investments there. According to the Council of Latin America, over the past four years U.S. investments there have accounted for $4 billion of exports and another $4 billion of import substitution. These are in addition to its monumental contributions to domestic employment, taxes, technological development, savings and new local capital.

These benefits are compounded by a growing span of projects, programs, and investments by American firms to serve the communities in which they do business. Our Latin American partners expect good corporate citizenship. They are receiving a great deal of it in social projects. I hope American industries in business there will do even more, and I also hope they will do a better job of telling the story of all they are doing socially as well as economically to contribute to the strength of the countries where dollars are at work.

At the same time, I expressed hope in each country that the "rules of the game" under which U.S. capital and other foreign investment may function will not be changed on the investor once he has arrived and put his money to work.

If this mutual understanding is improved, not only would the investment climate improve but so would the climate for private enterprise generally, foreign and domestic.

In each of the countries I visited the government expressed a strong belief in private enterprise, and in none of these is there a major threat of expropriation nor is there a desire for growing government enterprise at the expense of private industry.

Yet any latent political tendency in those directions probably would become more influential if economic growth should fail to fulfill expectations.

There is no simple formula for general business conditions today in Latin America. But broadly speaking, these conditions apply:

► The need for a healthy small business system in each country is generally overlooked.

► All countries need vast improvements in their markets, if they are to broaden their base of competitive industries.

► The need for manufacturing capability in non-traditional fields is vast.

► The Latin American need and appetite for U.S. technology are both expanding.

In my report to President Nixon on my findings on this trip, I have made a number of observations and recommendations to improve the trade and investment relationship which we enjoy with our partner nations to the south. These include, among many, the following:

1. The U.S. has been losing a significant share of Latin American markets in recent years, but this can be rectified in large measure by pursuing and expanding the dynamic new policies of the Export-Import Bank.

2. The United States should continue to advance the belief that the most effective means of economic development and social progress is an unrestricted investment policy in the developing nations.

3. We should do everything possible to increase the flow of capital from domestic and international lending agencies to the private sector in Latin America.

4. Institutionalized procedures should be established in Latin America whereby U.S. representatives may meet with Latin

THE UNITED STATES DELEGATION is seen here with Secretary Stans. From left, members are: Claude Courand, Director, American Republics Division, Bureau of International Commerce; Robert McLellan, Deputy Assistant Secretary of Commerce for Business Development; the Secretary; Harold B. Scott, Director, Bureau of Intenational Commerce; Robert M. Smalley, Special Assistant to the Secretary for Public Affairs.

American government ministries regularly and frequently to discuss current or prospective investment problems.

5. U.S. government commercial services in Latin America should be strengthened and expanded with greater guidance and responsibility exercised by the Department of Commerce.

Many other recommendations have been made to the President concerning insurance, technical assistance, taxation policies, investment restrictions, market research and tourism. These may be discussed publicly in the future, as programs or policies develop from them.

Let me conclude simply by saying this:

The Latin Americans generally want and know they need U.S. business investment and management expertise. In turn, we can regard their future as one of the world's most exciting opportunities.

I hope we can contribute to the development of their private enterprise systems, to a great flow of private investment into their countries, to the expansion of their exports, tourism and other capital-earning activities, and to the realization of their social goals.

The Western Hemisphere is not a trading bloc, but it provides a natural alliance of commercial friends. We share opportunities, and we should do everything possible to preserve and strengthen them for the more than 200 million people of Latin America as well as ourselves. Under the Nixon Doctrine of Partnership, the New World can achieve new greatness.

Eximbank credit terms help U.S. meet competition at Latin plant

Wisconsin supplier of pulp machinery sells Venezuelan bagasse processor major item as financing becomes attractive

By MAURICE H. STANS
Secretary of Commerce

In the jungle by the sea 100 miles from Caracas, nature dictated a major decision 11 years ago to a group of Venezuelan and U.S. businessmen:

Here was the place to build a joint venture paper mill.

Port facilities were nearby in Puerto Cabello; an abundant supply of fresh water flowed outward toward the sea; land was available for the growth of a plant and a town to support it.

What resulted was the Venepal paper mill at Moron, today not only the largest paper mill in Venezuela but also among the most unique in the world. Manufacturing almost every kind of commercial paper except tissue and newsprint, Venepal's production is based largely on a single raw material: bagasse.

Bagasse is the residue of sugar cane. Once it was totally a waste byproduct. Today science and industry have developed the means of shredding it into a near powder, emulsifying it with water, rolling it, drying it, and finally transforming it into the whole spectrum of paper products.

Venepal is not alone in the world in using bagasse for paper production. Some U.S. plants use it as well. But Venepal is the first of its kind in Latin America, enjoying a healthy domestic market and a small but growing export market throughout the Caribbean.

The Venepal plant has several other distinctions. It is surrounded by a beautifully maintained city of nearly one thousand low-rent homes of those who work there, all built by the company.

It is also a perfect example of what free enterprise can do when it joins hands across the borders of nations.

Venepal is a joint venture of the Weyerhaeuser-Mendoza Group, with the U.S. company as a minority stockholder. Profitable for both interests, Venezuelans trained by Weyerhaeuser now manage it exclusively and continue to receive technical assistance whenever needed.

The plant operates today with three paper making machines, all German made. Despite American participation in its ownership, despite the desire of all concerned to buy American equipment over the years, Venepal has never been able in the past to obtain satisfactory credit terms to purchase U.S. machinery.

Eximbank help

But a huge bay is set aside within its plant for the installation of its fourth paper machine and this one will be American—a $6 million purchase from the Beloit Corp. The reason for the switch to U.S. equipment:

Under the new leadership and new policies of the Export-Import Bank in the last year, Venepal was able to negotiate an American contract with credit terms competitive with those of other countries.

On my tour of the Venepal plant, the Venezuelans were enthusiastic about the new capacities of the Ex-Im Bank, and they welcomed American eagerness to expand the sales of U.S. equipment to the far corners of the earth.

The Venepal contract symbolizes the fact that the "new" Export-Import Bank today has developed many unjque means of helping U.S. business to export. Its impact is only beginning to be felt.

What lies ahead, hopefully, is an end to the competitive financing disadvantages under which American firms have had to labor for many years—and beyond that, a rising growth of American sales in the markets of the world.

PAPERMAKING MACHINES at the Venepal plant are studied by Secretary Stans. Improved financing, with participation by the Export-Import Bank, has led to a major sale of U.S. machinery to Venepal.

XUM

Strong gain in U.S. trade

Continued economic advances abroad boost exports; imports rise despite U.S. slowdown

U.S. foreign trade expanded sharply in the first quarter of this year.

Exports, excluding military grant-aid, were running at a seasonally adjusted annual rate of $41.3 billion, an advance of 3½% over the October-December 1969 rate. Imports climbed by 3% to $38.9 billion. The merchandise trade surplus reached a yearly rate of $2.4 billion, up slightly from the $2.2 billion rate recorded in the final half of last year. For the entire year 1969, the trade surplus totaled $1.3 billion.

The first quarter advance in exports was considerably stronger than the marginal increase recorded in the final three months of 1969. Continued buoyancy in foreign economic activity was the major factor stimulating the sharp gain in exports. Likewise, imports expanded at a more rapid pace in January-March, despite the sluggishness of the U.S. economy. Most major world areas shared in this year's advance in our trade.

Nonfarm exports recover

The commodity pattern of the U.S. export expansion was reversed from the fourth quarter of 1969 to the first quarter of this year. In the former period, shipments of agricultural commodities accounted for the entire increase in our exports while nonagricultural sales showed no growth. In the first three months, nonfarm exports rose strongly but deliveries of agricultural products remained at their October-December level.

The 4% increase in first quarter exports of nonagricultural products involved primarily greater shipments of machinery, aircraft, chemicals, coal, and steel. (Commodity analysis takes into account seasonal influences.)

Following a leveling in the fourth quarter, machinery exports climbed by 2½% to $2.7 billion. An important factor in this recovery was probably the resumption of shipments by a major electrical manufacturer whose plants were idled by a strike from the end of October through early February. Continued increases in investment spending abroad stimulated shipments of most types of machinery, particularly to Western Europe and Japan.

Exports of computers rose strongly again, both in complete units and in the form of parts for replacement and for assembly in Hong Kong and Mexico. Shipments of air conditioning and refrigerating equipment, pumps and compressors, and textile and construction machinery also increased significantly.

Among those declining, farm and metalworking machinery were the most prominent. Part of the drop in metalworking machinery exports reflected the falloff in shipments to the USSR from abnormally high fourth quarter levels.

Solid-state semiconductor devices, primarily silicon diodes and integrated circuits, and power generators led the advance in electrical machinery exports. There was also a further increase in shipments of measuring and controlling instruments.

Large gains in aircraft sales

The substantial gain in exports of commercial aircraft in the fourth quarter was followed by an even larger rise in the first. Greater exports to Canada, Western Europe, and Japan accounted for the increase. Contributing to the advance in aircraft sales was the first delivery to a foreign airline of the new jumbo jet.

In contrast, shipments of automotive products to Canada, which had declined from the third to the fourth quarter, fell again this year. The major factor in this development was the sluggishness in U.S. and Canadian auto demand, which held down shipments of parts and accessories for assembly there into vehicles, largely for sale in this market, and depressed deliveries of new cars. Exports of automotive products to countries other than Canada remained close to their October-December 1969 rate.

After a rather lackluster performance in 1969, chemical exports increased sharply in the first quarter. Shipments of elements and compounds were especially buoyant, reflecting substantially larger demand in Western Europe and Japan. Drug exports continued to advance but little change was recorded in shipments of plastics and resins. Partly reflecting the increase in foreign production, particularly in the less developed countries, exports of manufactured fertilizers declined again.

The continued boom in foreign industrial activity abroad, especially in Western Europe, stimulated another substantial rise in exports of metals and some related products. Steel shipments, a dominant growth item last year, rose again as near capacity operation in the European steel industry prevented a further expansion in output. The high rate of steel production there as well as in Japan was responsible for another large increase in exports of coking coal.

The strength of economic activity abroad was also evident in the demand for U.S. copper and aluminum. Following a relatively sluggish fourth quarter, exports of these commodities increased sharply.

The first quarter decline in exports of iron and steel scrap was mainly related to the tight supply situation in the United States. High prices may have been a factor in holding down foreign demand.

Farm exports remain strong

Shipments of agricultural commodities showed little change in the first quarter from their high October-December 1969 rate. Maintenance of that export level was made possible by large increases in shipments of soybeans and cotton which more than offset a reduction in deliveries of most grains and tobacco.

The substantial expansion in soybean exports reflected primarily shortages of competing products in Western Europe and Japan. The latter country and India were the major recipients of increased cotton shipments.

Although there was an upturn in exports of wheat to the developing countries of Asia in the first quarter, shipments of most grains continued to fall. In general, increased foreign supplies were responsible for the decline. Tobacco exports also dropped below the fourth quarter rate, largely because of weaker demand

The accompanying article and tables were prepared by the International Trade Analysis Division of the Commerce Department's Bureau of International Commerce.

in the United Kingdom and Japan.

Following substantial quarterly advances during the latter half of 1969, U.S. export prices, as measured by the unit value index, changed little in the first quarter. The relative stability was maintained despite a 1.5% price decline in finished manufactures, which account for roughly two-thirds of our total exports. Lower quotations for certain machinery items and for passenger cars were the most significant reductions.

Rising coal prices, resulting primarily from strong foreign and domestic demand, exerted the dominant upward pressure on crude materials prices. Soybean prices were seasonally higher while those for tobacco and cotton showed little change. Among foods, corn and fruit showed the largest price advances.

The upturn in semimanufactures prices, which began in 1969 following a two year downtrend, continued during the first quarter. Ferrous scrap and nonferrous metal prices were considerably higher as demand increased both here and abroad. Quotations for pulp and paper products advanced again. Chemical prices were generally firmer following steady declines throughout last year.

Consumer goods imports climb

Following two successive quarterly declines, imports of consumer goods turned upward in January-March. These arrivals totaled $3 billion, a 2.8% advance over the final three months of 1969. All of the increase was in purchases of nonautomotive products. The strong performance of these imports paralleled the acceleration in personal consumption expenditures which, with the exception of outlays on autos, moved up strongly after a sluggish second half.

Foreign consumer goods continued to increase their penetration of the U.S. market this year. These purchases—excluding autos and parts from Canada—accounted for 4.7% of personal consumption expenditures for goods in the first quarter, up from 4.5% in the final half of 1969.

Imports of clothing and footwear led the advance in consumer goods arrivals. Purchases from Japan and the developing countries of southeast Asia accounted for most of the increase in arrivals of clothing. Imported shoes, which claimed about one-fourth of the U.S. nonrubber footwear market last year, also rose, largely on the strength of imports from Western Europe.

Arrivals of radios, mainly from Japan, Hong Kong, and Taiwan, increased but imports of television sets held level after a steep climb last year. Greater purchases of tape recorders and motorcycles added further to the rise.

The fall-off in automotive imports from Canada reflected primarily the smaller inflow of new cars but deliveries of parts and accessories also decreased. The slump in U.S. car sales (one-tenth below the January-March 1969 rate) was the major reason for the decline. The downturn in these arrivals was moderated, however, by an increase in U.S. demand for compact cars, since more than half of Canada's production now consists of these smaller models.

Imports of autos from Western Europe and Japan increased strongly in the first quarter after a decline in the preceding three months. Through March, non-Canadian imported cars accounted for 13% of total U.S. auto sales, up from 11.5% in the final six months of last year.

Imports of capital equipment advanced by more than 3% in the first quarter. The continued buoyancy in these arrivals can largely be attributed to the high rate of in-

U.S. exports of principal commodities

July-September 1969—January-March 1970

Millions of dollars

Commodity	1969		1970
	July-Sept.	Oct.-Dec.	Jan.-Mar.
Nonagricultural commodities, total	**7,896**	**8,470**	**8,591**
***Machinery*, total**	**2,531**	**2,703**	**2,761**
Engines and other power generating machines	308	330	341
Computers and parts	184	225	236
Telecommunications apparatus	154	161	157
Materials handling equipment	135	149	152
Power machinery and switchgear	140	139	144
Nonagricultural tractors and parts	123	134	134
Agricultural machinery, tractors, and parts	95	91	105
Construction machinery	105	103	102
Cooling equipment	85	88	97
Other machinery	1,202	1,283	1,293
***Transport equipment*, total**	**1,368**	**1,617**	**1,566**
Civilian aircraft	213	322	479
Automotive parts and accessories	398	470	418
New motor vehicles	329	452	327
Other transport equipment	428	373	342
***Chemicals*, total**	**891**	**890**	**981**
Organic chemicals	243	248	290
Inorganic chemicals	99	96	104
Plastic materials and resins	160	153	164
Medicinals and pharmaceuticals	91	96	106
Other chemicals	298	297	317
***Other nonagricultural products*, total**	**3,106**	**3,260**	**3,283**
Iron and steel-mill products	244	326	321
Mineral fuels and related products	295	312	307
Textiles other than clothing	143	161	155
Paper and manufactures	152	161	149
Other nonagricultural products	2,272	2,300	2,351
Agricultural commodities, total	**1,410**	**1,894**	**1,629**
Soybeans	118	376	262
Wheat	178	197	229
Corn	227	240	188
Cotton	70	54	114
Unmanufactured tobacco	134	214	84
Other agricultural commodities	683	813	752

Note: Data are not seasonally adjusted.

XUM

U.S. imports of principal commodities

July-September 1969—January-March 1970

Millions of dollars

Commodity	1969		1970
	July-Sept.	Oct.-Dec.	Jan.-Mar.
Industrial supplies and materials, total	**3,606**	**3,608**	**3,648**
Petroleum and products	620	671	774
Iron and steel-mill products	491	440	352
Textile yarns and fabrics	230	205	249
Newsprint	238	252	229
Ores and metal scrap	227	308	216
Industrial and agricultural chemicals	178	179	209
Other products	1,572	1,553	1,619
Consumer goods, total	**2,889**	**3,087**	**2,932**
New automobiles	727	957	946
Automotive parts and equipment	286	361	332
Clothing	358	277	261
Footwear	133	122	150
Radio and TV sets	199	210	137
Other products	1,186	1,160	1,106
Foods and beverages, total	**1,327**	**1,485**	**1,472**
Green coffee	209	288	292
Meat and preparations	270	211	260
Fish and preparations	188	186	174
Whisky and other alcoholic beverages	161	217	144
Sugar	179	170	131
Other products	320	413	471
Capital equipment, total	**990**	**1,088**	**1,087**
Nonelectric machinery	594	596	660
Electrical machinery	193	196	224
Trucks and chassis	160	251	162
Civilian aircraft and parts	43	45	41

Note: Data are not seasonally adjusted.

vestment spending in this country. Imported capital goods (excluding trucks from Canada) accounted for 5.5% of U.S. expenditures for producer's durable equipment in January-March. By comparison, this ratio stood at 5% in the second half of last year.

Arrivals of machinery contributed all of the increase in capital goods imports. Major advances were recorded in purchases of office machines and parts, metalworking machinery, and electronic components.

Imports of trucks from subsidiaries in Canada contracted sharply from peak levels recorded in the fourth quarter. This development reflected the reduction in U.S. demand for trucks. Arrivals of civilian aircraft also fell but the decline was largely offset by increased receipts of aircraft parts.

Imports of industrial supplies climbed by about 2%, continuing an upturn which began following the strike-affected first half of 1969. This increase occurred despite a nearly steady decline in U.S. industrial production since last July, and was concentrated in four main areas—petroleum, chemicals, nonferrous metals, and textiles.

Crude petroleum imports increased in the first three months as a result of higher deliveries from Canada. The inflow from that country accounted for over half of our crude oil imports this year, compared to a 40% share in 1969. Since March, mandatory restrictions on crude petroleum imports from Canada have been in effect, replacing previous informal controls. Deliveries of residual fuel oil—chiefly from Venezuela, the Netherlands Antilles, and Trinidad—also rose strongly.

Purchases of aluminum climbed sharply following a slump in the second half of 1969. The increase partly reflected higher prices but demand may also have been stimulated by the high cost and short supply of copper, for which aluminum can often be substituted. Nickel imports surged from depressed levels caused by last year's strike in Canada. Conversely, purchases of refined copper declined despite heavy demand, reflecting U.S. buyers' resistance to higher foreign prices. Arrivals of blister and other unrefined copper, chiefly from Chile and Peru, remained practically unchanged from their fourth quarter 1969 value.

After a sluggish performance throughout last year, imports of industrial and agricultural chemicals moved upward vigorously. Deliveries of organic chemicals were particularly expansive, while purchases of plastic materials and manufactured fertilizers also climbed higher. The increase in arrivals of textiles chiefly reflected greater entries of manmade fiber yarns and woven fabrics of wool and jute.

Steel imports declined for the third consecutive quarter. The downtrend in these receipts was related to three major developments. First, booming steel demand in Europe has curtailed exportable supplies there. Secondly, under the voluntary agreement in effect since the beginning of 1969, producers in the European Economic Community and Japan have limited steel shipments here. Finally, steel demand in this country has softened in response to lower production in the automobile and other durable goods industries and sluggish construction activity.

For the second consecutive quarter, imports of foods and beverages were the most expansive import group. Purchases in January-March rose by 9% in value from the final three months of 1969 to $1.5 billion. Between the third and fourth quarters of last year, the increase was 8%. The ratio of food and beverage imports to U.S. expenditures rose to 4.9% compared to 4.4% in 1969.

Sharply increased arrivals of foreign beef, sugar, fresh vegetables, and whisky accounted for most of the food import rise. The value of coffee purchases held close to the high October-December levels as a result of a large increase in price.

Rise in import prices

U.S. import prices, as measured by the unit value index, increased slightly in the first quarter. The largest price advance occurred in food imports, which, following a 4.4% increase during the previous quarter, rose by an additional 3.7%. Higher prices for coffee contributed most to this rise.

Prices for semimanufactures moved upward by 1.7% due primarily to con-

tinued increases in iron and steel-mill products and nonferrous metals. Lumber prices declined further. The slight rise in finished manufactures was attributable mainly to higher quotations for passenger cars, radio and television receivers, newsprint, and trucks.

Lower prices for rubber and wool imports were primarily responsible for the marginal decline in the crude materials unit value index. Prices for petroleum, most nonferrous ores, and tobacco advanced.

Trade higher with most areas

Moving counter to the trend in most areas, U.S. trade with Canada fell to lower levels in the first quarter. The 3% decline in shipments from the October-December rate was attributable largely to the sluggishness in auto demand in both countries, which depressed deliveries of automotive products. The slowdown in the Canadian economy may have been an additional factor in moderating demand for U.S. goods. The falloff in steel shipments can, at least in part, be related to the resumption of steel production in that country following the termination of a strike there late last year.

Imports from Canada leveled off at the high fourth quarter rate. Major commodity changes included a decline in arrivals of automotive products from U.S. subsidiaries. On the other hand, purchases of industrial supplies increased substantially as a result of greater deliveries here of crude petroleum, nickel, aluminum, and steel. Imports of machinery also expanded strongly.

The boom in industrial activity and further gains in investment spending in Western Europe stimulated a sharp rise in U.S. exports to that area. Large increases were recorded in shipments of chemicals, machinery, aircraft, and metals. Demand for our agricultural exports, however, declined.

About half of the gain in our exports to Western Europe occurred in sales to EEC countries. Acute pressures on productive capacity in Germany made that country our most buoyant market among the Six. Exports to the United Kingdom moved ahead of the fourth quarter rate as the growth of the British economy began to gather momentum after a period of sluggishness.

Imports from Western Europe, which trended downward in the final half of 1969, rebounded strongly in the first quarter. These purchases rose by 4% over totals recorded in the preceding three-month period. Increased arrivals from the EEC countries and the United Kingdom accounted for nearly all of the advance. A vigorous upturn in imports of passenger cars led the expansion, augmented by higher deliveries of machinery, footwear, tobacco, and aluminum.

Exports to Japan rise

U.S. exports to Japan recorded another substantial rise in the first quarter. Booming industrial production and continued gains in capital outlays in that country increased demand for a wide range of U.S. products. Machinery, coal, aircraft, and chemicals were the major export gainers. Despite the sizable increase in cotton sales, shipments of agricultural commodities dropped to lower levels.

After stabilizing in the second half last year, imports from Japan resumed their steady climb which has been under way since late 1967. Purchases in the first quarter rose by 8%. Continuing advances in consumer spending in this country stimulated increases in arrivals of clothing, radio sets, tape recorders, and motorcycles. Receipts of industrial supplies also advanced, mainly reflecting greater purchases of textiles and chemicals.

No particular significance can be attached to the drop in U.S. exports to Oceania in the first quarter since shipments to that area typically show considerable fluctuation. In most cases, changes in aircraft deliveries account for these irregular quarterly swings. In addition to aircraft, shipments of nonelectrical machinery declined. Imports from Oceania rebounded from their fourth quarter drop but were still below third quarter levels. Greater meat purchases added most to the advance over October-December.

Following a sluggish second half, exports to the American Republics rose sharply in the first three months. Chemicals were the most buoyant export. Imports from the area also showed a large increase. Accounting for most of the advance were stepped up deliveries of fuel oil from Venezuela and fresh vegetables from Mexico. Higher prices for coffee added to the rise in the import value.

Larger shipments to Asia

Large government financed shipments of wheat to India and Pakistan were the major factor in the sizable increase in U.S. exports to East and South Asia. Deliveries of cotton were also buoyant, particularly to India and Indonesia. Imports from the region climbed by 5%. Consumer goods purchases—largely clothing, footwear, and radios—were the most expansive. Arrivals of crude petroleum and textiles also increased.

Shipments to Africa fell from levels reached in the fourth quarter of 1969. Lower deliveries of machinery, iron and steel products, and textiles contributed most to the decline. Although dropping sharply from the very high total recorded in October-December, imports remained above the levels registered in the first three quarters of 1969. The decline stemmed from reduced purchases from the developing countries of the area, particularly of crude petroleum. Receipts from the Republic of South Africa, however, rose, reflecting greater deliveries of nonferrous ores.

U.S. trade with the Near East countries remained relatively unchanged in the last three quarters. Large shipments of military goods and civilian aircraft were the most important factors in sustaining exports. On the import side, a decline in arrivals of crude petroleum was offset in the first quarter by greater receipts of gem diamonds, fruit, and hides.

GM, Buffalo brokerage firm are first to fully automate trade document submissions

General Motors has become the first company to meet the qualification requirements of the Dept. of Commerce's new program which permits "automated" exporters to submit monthly computer tapes (or punchcards) to the Census Bureau, in lieu of filing Shippers Export Declarations with Customs for export shipments to Free World countries.

Effective June 1, Shippers Export Declarations will no longer be prepared for shipments by General Motors Overseas Operations Division and the General Motors Overseas Distributor Corp. A computer tape containing all the required statistical data for such shipments will be sent to the Census Bureau each month for use in compiling the export statistics.

Several other automated exporters are expected to meet the qualification requirements within the next few months.

Similarly, C. J. Tower and Sons, a large customhouse brokerage firm in Buffalo, N.Y., will be the first company to transmit monthly computer tape to the Census Bureau as direct input for the import statistics program. This company is presently engaged in a joint experimental research project with Census, encompassing the exploration of data transmission techniques, as well as the use of computer tapes rather than copies of import entries as the source material for import statistics.

Further information about these programs may be obtained from the Foreign Trade Division, Bureau of the Census, Washington, D.C. 20233.

XUM

TWO MEMBERS OF CONGRESS, Arizona Senator Barry Goldwater and New Hampshire Rep. James C. Cleveland, right, assist Howard Wegener, president of Hollis Engineering, Inc., in displaying the firm's newly received "E" pennant. Senator Goldwater was the main speaker at a Nashua, N.H., ceremony.

New Hampshire soldering systems company receives Presidential export citation

Hollis Engineering entered exporting in 1966; promotes equipment through trade fairs, building distribution network and training overseas personnel

Hollis Engineering, Inc., Nashua, N.H., a manufacturer of fountain soldering systems which entered the export field in 1966, has received the President's "E" Award for excellence in exporting.

Through participation in international and Commerce-sponsored trade fairs, training foreign personnel and building an effective distribution network for providing effective maintenance, Hollis was able to enter and successfully compete in world markets.

In 1966, Hollis, which had confined its previous activities to the U.S., decided to export its fountain soldering systems. By taking advantage of the facilities and services offered by the U.S. Department of Commerce, Hollis was able to launch an aggressive and imaginative foreign marketing program and, in 1967 Hollis participated in its first Commerce-sponsored Trade Center show in Milan. Shortly thereafter, the company established a European sales organization.

After company officials made their first visit to the Far East in 1968 to participate in the Japan Electronics show, Hollis traveled westward, visiting more than 15 countries and attending several trade shows. Since these initial efforts, Hollis has continued its active participation in trade fairs and its schedule for 1970 includes participation in more than 20 exhibits in Europe.

By establishing effective distribution channels in Latin America, Mexico, Japan and Canada, Hollis has been able to realize a rapid growth in its export sales. The company's representative in Switzerland, responsible for all sales activities in Europe, Israel, India and South Africa, has recently succeeded in obtaining for Hollis its first orders from Israel and South Africa, and an order from India is anticipated in the near future.

To consolidate its international marketing activities, Hollis has invested in traveling, consulting, legal work and training of foreign personnel, as well as providing effective maintenance and servicing of its equipment. Hollis has also established a computer-controlled inventory system to facilitate delivery to the export market on any model of its equipment. Hollis is generally able to build and prepare for shipment any equipment in the time required to obtain an export license and, in addition to the machine manual modifications, Hollis has placed metallic tags containing operational instructions in German, French and English on each machine.

As a service to its export customers, Hollis has established liberal credit terms and maintains a single price schedule for all its overseas markets.

Marketing efforts in South America include personal visits which have brought several responses. In Mexico, Hollis recently participated in a soldering seminar. In Canada, the company's representative booked 800% more than the goal the home plant had set for him. And in the Far East, an exclusive representative was signed last year which has become the largest "dollar-market" the firm has.

Current Far East plans include attempting to establish representation in Korea, Singapore, The Philippines, Australia and Thailand.

Hollis now employs a full time export sales coordinator who is responsible for all paper work, shipping, tracing, applying for licenses and other efforts required in exporting.

Mexican firm to buy U.S. tinning line with Exim loan

The Export-Import Bank of the United States has approved a $743,175 credit to Altos Hornos de Mexico, S.A. (AHMSA), to help finance the purchase of an electrolytic tinning line, equipment and services from the United States.

Total cost of the transaction is some $1,835,000. Of this, AHMSA will make a cash payment of 10% on each of the items purchased, Manufacturers Hanover Trust of New York will extend a credit of $743,175, and the U.S. supplier will participate in the financing to the extent of 10%.

The project involves installation of a No. 3 electrolytic tinning line to meet the growing demand for tinplate in Mexico. The mechanical equipment is expected to be furnished by Wean Industries Co. of Warren, Ohio.

AHMSA is the largest iron and steel producer in Latin America with principal production facilities at Monclova in northeastern Mexico. It also has a number of related steel processing and finishing facilities in the Mexico City area and extensive iron and coal mining operations. Majority ownership of the company stock is held by the Nacional Financiera, a government organization fomenting the basic development of Mexico.

BEGINNING TO SHOW THEMSELVES on New York City's skyline are the towers, above center, that will be the world's two largest buildings. The model at left shows how the towers and other buildings of the World Trade Center will look upon completion. Occupants will begin moving in later.

Trade Center reaches for sky

The first of more than 50,000 occupants are scheduled to begin moving into New York City's World Trade Center in the latter part of this year. The $600 million project, being built by the Port of New York Authority on a 16-acre site in downtown Manhattan near the Hudson River, is planned to be ready for full occupancy in 1973.

Construction is moving rapidly ahead on the two 110-story towers that will be the two largest buildings in the world, each rising 100 feet higher than the Empire State Building. In addition to the two towers, the Center will include a U.S. Customs House, two low-rise exhibition and trade development buildings and a high-rise hotel. Construction is under way on all but two of the structures.

The Trade Center will act as a clearinghouse for the handling, development and expansion of import-export business. It will accommodate various governmental agencies, world trade services and exhibit areas, and private firms engaged in importing and exporting.

There will be an acre of rentable space in each floor of the tower buildings, with a total of 9 million square feet of office space in the entire complex. Four million square feet will be available for rental to business and industries involved in foreign trade. The balance of the space is earmarked for state, federal and foreign governmental agencies.

Firms and agencies from a total of 49 nations have made plans to locate in the Center.

XUM

United States overseas

U.S. firms interested in entering exporting for the first time or seeking to expand overseas markets, will find assistance in the columns below listing details of future U.S. overseas activities.

Sales opportunities in 13 U.S. commercial exhibitions, trade fairs and solo exhibitions around the world and 19 shows at the eight U.S. Trade Centers are being offered to present and potential U.S. exporters between now and June 8, 1971. The shows and fairs are planned after market research indicates a demand for a particular category of products.

Currently, 10 upcoming Trade Center, trade fair and trade mission events are sold out.

Other opportunities of interest are America Weeks and the Sample Display Service. The latter is more fully described in a special notice accompanying this list. America Weeks displays are overseas retail sales promotions of U.S. consumer goods.

Of the 32 events in 12 nations and regions for which the Bureau of International Commerce is now seeking exhibitors, France will host seven, Germany six, Italy and Japan four each, the United Kingdom three, Sweden two, and Australia, Canada, Denmark, Switzerland, Taiwan and Thailand one each.

Each Trade Center exhibition is limited to one particular line of products. Centers are located in London, Bangkok, Milan, Frankfurt, Stockholm, Sydney, Tokyo and Paris. (The Trade Center in Sydney will open June 29.)

For further information on the Trade Center shows described in this listing, or for more facts on U.S. exhibitions at overseas trade fairs, **write:** Commercial Exhibits Program, BIC-932, U.S. Department of Commerce, Washington, D.C. 20230.

Trade missions are groups of U.S. businessmen organized to travel abroad to promote of U.S. businessmen organized to travel abroad to promote the export of U.S. goods and services manufactured by their particular industry. Some are organized and financed by the U.S. Government, while others are originated and paid for by various U.S. industries with Government approval and assistance. For information **write:** Trade Missions Division, BIC-926, U.S. Department of Commerce, Washington, D.C. 20230.

The following calendar of upcoming American trade promotion activities is based on the latest data available. It appears regularly in the first issue of INTERNATIONAL COMMERCE each month.

METAL PROCESSING EQUIPMENT AND SUPPLIES. Japan. The Japanese metal processing industries are among the more dynamic sectors of that country's economy. Japan's iron and steel industry is ranked third in world production and the aluminum industry is ranked fourth. The products shown in this exhibition will include instrumentation and controls, physical test equipment, special metals and alloys, powder metal and equipment, and industrial heating equipment. During the period 1966-1968, estimated purchases of instrumentation and controls, including testing equipment, increased from $24 million to $46 million, while purchases of industrial heating equipment rose from $48 million to $100 million. Future purchases of equipment are expected to steadily increase as production of crude steel is expected to reach a level of 112 million tons by 1973 compared with 67 million tons in 1968, while unwrought aluminum is expected to reach 1.4 million tons compared with a production of 478,000 tons in 1968. For detailed information concerning participation in this exhibition call Henry Watts, 202-967-4512. **Tokyo Trade Center. July 13-18.**

PRODUCTION EQUIPMENT AND MATERIALS FOR HYBRID CIRCUITS. Italy. Italy's booming electronics market, which will exceed $700 million in 1970, and extensive spending to close the gap in latest circuit technology and production equipment, offer an expanding market for U.S. manufacturers of production and test equipment, materials, and components for hybrid circuits. American products have an excellent reputation for both quality and dependability and account for a major share of the Italian electronics market, although European competition is increasing. This show is being held in conjunction with the Italian 7th International Exhibition of Electronic Components, Measuring Instruments and Accessories. More information is available from L. R. Thomas, 202-967-5351. **Milan Trade Center. Sept. 5-11.**

AIRCARGO EQUIPMENT AND FORUM. Germany. American makers of air cargo handling equipment will have the opportunity to exhibit in the U.S. Department of Commerce-sponsored off-site Trade Center show at the Fifth International Forum for Air Cargo at Frankfurt in September. Rapid growth in air freight volume is putting pressure on airlines, freight handlers, shippers and airports to upgrade and expand cargo ground operations in Germany. Because increased capacity and efficiency in the air has not been followed by equal advancement on the ground, a number of new freight facilities at various German airports are currently under construction or in the final planning stage. The ten major airports in Germany are expected to invest over $250 million during the 1970-72 period. Featured in this exhibition at the Frankfurt Airport will be all equipment associated with loading and unloading aircraft, clearing airport congestion on the ground, weight surveillance, intermodal transfer, documentation and other handling equipment aligned with the Forum's theme of "Door-to-Door-Service". Firms wishing to participate in this event should contact Jack Whitely, 202-967-2425. **Frankfurt Airport, Offsite Frankfurt Trade Center Show. Sept. 15-18.**

INSTRUMENTS AND MATERIALS FOR THE PLASTICS INDUSTRIES. United Kingdom. Use of plastics in the U.K. is growing at an annual rate of 12%. The building industry is the largest consumer of plastics although it is being rapidly surpassed by the packaging industry. Additional markets within the U.K. for plastics materials and equipment are also developing, such as transportation and non-wovens. This exhibition, a first for the Department of Commerce in the U.K., coincides with an increasing need of the British plastics industry to modernize its production capacity. Labor saving improvements and equipment adaptable to specific U.K. manufacturers' requirements to speed up the finishing process are in special demand.

promotions scheduled

For complete information about participation in this exhibition, telephone 202-967-3849. **London Trade Center. Sept. 21-25.**

ANALYTICAL INSTRUMENTATION. France. The French economy post devaluation continues to be strong. Output in 1969 is projected to rise 8.6% in real terms to $130 billion and imports will be up an amazing 23.6%. The French market for advanced analytical instrumentation amounted to $150 million in 1968 and enjoyed an average 8% per year increase over a period of the prior four years. The $2.5 billion spent on R&D in France in 1967 is expected to more than double by 1975. Particularly good market potential exists for chromatography, spectroscopy, thermal analysis, gas analysis and fluorescence instrumentation. For complete information call 202-967-3822. **Paris Trade Center. Sept. 22-26.**

PACKAGING EQUIPMENT, MACHINERY, MATERIALS. Japan. Economic forecasts predict Japan's GNP in fiscal 1969, ending March 31, 1970, will reach $173 billion with a real economic growth rate of 13%. Outlook is for a GNP of over $205 billion in fiscal 1970 with a continued high real economic growth rate of 12-13%. Private equipment investments are expected to continue expanding at annual rates of between 17-22%. The sales of packaging machines in Japan have increased fourfold in the past seven years due to the expansion of the food industry and the mechanized packaging adopted in the cosmetics, pharmaceuticals and other industries, plus a manpower shortage and resulting increased labor costs. Demand for packaging machinery continues to rise, and a recent survey indicated that Japanese manufacturers will invest $3.9 million in packaging equipment in fiscal 1969. The value of Japanese imports of packaging machinery has grown at a steady pace of 20% annually, and the U.S. ranks first among the exporters of packaging machinery to Japan. For further information call 202-967-3974. **U.S. Commercial Exhibition, Tokyo-Pak '70, Tokyo International Packaging Exhibition. Tokyo. Sept. 22-28.**

PRODUCTION EQUIPMENT FOR THE ELECTRONICS INDUSTRY. Canada. The first commercial exhibition in Canada sponsored by the U.S. Department of Commerce will be held in the Queen Elizabeth Building on the Canadian National Exhibition Grounds. Canada is the largest market for U.S. exports; the U.S. supplies about three-fourths of Canada's imports for general and electronic products. Continuing strong demand is anticipated for production equipment for the electronics industry, which is already a billion dollar market and expected to top three billion during the 1970's. U.S. manufacturers of electronics production equipment wishing to participate should call Vince Doran, 202-967-3848. **U.S. Solo Exhibition, Electronics Production Equipment. Toronto. Sept. 28-Oct. 1**

ENVIRONMENTAL TEST EQUIPMENT. Scandinavia. The present Scandinavian market for environment test equipment is estimated at $7 million with demands expected to reach $10 million in the next several years. Many manufacturing firms, research laboratories, and engineering service firms are beginning to accelerate their equipment modernization programs in order to research, develop, and test new or improved products for highly competitive domestic and foreign markets. With most of the Nordic area's requirements met by imports, this show will offer U.S. manufacturers of test chambers and instruments, automatic control systems, data processing equipment, and peripheral devices an excellent chance to share in this growing market. **U.S. Trade Center for Scandinavia, Stockholm. Sept. 28-Oct. 3.**

CATERING EQUIPMENT, LAUNDRY EQUIPMENT AND HOTEL MAINTENANCE EQUIPMENT. France. Increasing competition for the tourist trade is forcing France to modernize its tourist facilities. The change in parities of the French franc and the German mark is providing a sharp stimulus to the French tourist industry, which is now gearing up to meet the expected influx of travelers. The French government is providing incentives in the form of low cost loans, tax advantages, and revised hotel standards to encourage improvements. At the same time, changing social and working conditions in France are creating a growing need for large volume, quick service feeding facilities. These conditions are causing a substantial expansion of the French market for equipment and supplies for hotels, restaurants and institutions. This expansion presents an excellent sales opportunity for U.S. manufacturers of equipment used by restaurants and hotels. The market is particularly good for food preparation and serving equipment, laundry equipment, and hotel maintenance equipment. U.S. firms can gain exposure and take advantage of the sales prospects offered by this growing market by participating in the U.S.-sponsored exhibition at the EQUIP'HOTEL trade fair. This is the largest show in France for the hotel, restaurant and catering industries. It attracts a large audience of hotel, restaurant, snackbar and cafe owners and operators; contractors, architects, and designers. Call 202-967-2885. **U.S. Commercial Exhibition, EQUIP'HOTEL. Paris. Oct. 8-19.**

AGRICULTURAL MACHINERY AND EQUIPMENT. Thailand. The key market in Thailand today is the $200 million market for agricultural machinery and equipment. This market is expected to grow 15-20% annually over the next 2-3 years. Sales potential has been identified for four-wheeled tractors of 40-50 hp, 50-70 hp and above 70 hp; two-wheeled tractors; tractor parts and accessories; disc plows and harrows; rotovators; seed distributors and seeders; hay and grass mowers; hullers and shellers; threshing machinery; land grading blades; stalk shredders; fertilizer distributors; hay balers; pumps and gasoline, diesel and gas/oil mixture engines for irrigation equipment machine and hand-powered pesticide sprayers; poultry incubators; animal feed processing machinery; and selected rice milling equipment. For further details call Joseph A. Miller, 202-967-5281. **Bangkok Trade Center. Oct. 12-16.**

AIR CONDITIONING AND REFRIGERATION EXHIBITION. Germany. U.S. air conditioning, refrigeration and component manufacturers will be able to display their products in

XUM

a $200 million market in the October exhibition in Frankfurt. Residential air conditioning is well accepted. Commercial air conditioning is in the customer-demand-phase and the volume of new construction in Germany points to a breakthrough in sales for supermarket, office building and department store units and systems. Many small shops are renovating and spurring enough demands for the five ton and under units. The U.S. technological lead has helped American manufacturers capture a major portion of the import market and an increase is expected as electrical power companies in Germany continue to promote the use of air conditioning. While German per capita income rises, buyers are becoming more sophisticated in their selection of prepared frozen foods and refrigerated dairy products. This increase in demand has created a chain reaction from food processer through transporter to retail outlet. The demand has not gone unnoticed by German air conditioning and refrigeration manufacturers themselves, who in turn have a need for controls and other components for systems they manufacture. For market and participation information, call George Kemp, 202-967-3088. **Frankfurt Trade Center. Oct. 12-16.**

ELECTRONIC COMPUTERS AND PERIPHERAL EQUIPMENT. Japan. Electronic computer systems in Japan are increasing at a rate of more than 1,000 a year and are predicted to reach 10,000 installations by 1972. Despite large gains in domestic production, Japan continues to rely heavily on imported equipment to meet many of its demands. The U.S. is Japan's principal foreign supplier, last year exporting more than $91 million to this growing market. U.S. exports to Japan of electronic computers and peripheral equipment are expected to exceed $100 million this year. The first U.S. Solo Exhibition of this kind in Japan, the electronic computer and peripheral equipment show will be held at the International Trade Fair Center at Harumi Pier. For detailed information concerning participation and the Japanese market for U.S. computers and peripheral equipment call 202-967-4511. **U.S. Solo Exhibition, Electronic Computer and Peripheral Equipment. Tokyo. Oct. 12-17.**

PULP & PAPER PROCESSING AND CONVERSION. Italy. Italy's growing paper industry, which is striving to keep abreast of current technology and equipment, supplied over 3.4 million tons of paper and paperboard in 1969. Sharp increases in labor costs and other production costs are forcing the Italian paper industry to modernize and automate their production processes. Official estimates project that a total investment of $450 million will be spent by this industry during the 1970-72 period. Market research has confirmed a healthy demand for U.S. made process control instrumentation, accessory equipment for large paper machines, and chemicals for the paper industry. For marketing information on Italy's paper industry and facts on exhibiting in this promotion, contact Samuel S. Spaulding, U.S. Department of Commerce, BIC-944 Washington, D.C. 20230 (202-967-3968). **Milan Trade Center. Oct. 13-17.**

INDUSTRIAL ASSEMBLY EQUIPMENT. France. The estimated 1968 value of the French market for industrial assembly equipment was more than $117 million, and a recent market study conducted for the U.S. Department of Commerce predicts consumption will reach $150 million by 1971. U.S. firms currently hold an important share of French imports of assembly equipment and supplies. Sustained efforts to increase productivity are likely to generate excellent opportunities for further expanding U.S. exports. Because of the advanced technology of U.S. products there is often little competition. For information on how to participate, telephone 202-967-4961. **Paris Trade Center. Oct. 19-23.**

ELECTRONICA '70. Germany. In response to many industry inquiries, and as a result of extensive market research, the Department of Commerce will sponsor an exhibition in this European event. The outlook for electronic components and production equipment products is extremely favorable. Contact Harold Bromel, 202-967-4073. **U.S. Commercial Exhibition, ELECTRONICA '70. Munich. Nov. 5-11.**

BIOCHEMICAL TEST AND CONTROL EQUIPMENT. Australia. The second major trade promotion event to be held at the new U.S. Trade Center in Sydney will feature both an equipment exhibition and technical seminar. Australia's buoyant economy has made it the second largest market for U.S. exports in the Far East and all economic indicators point to continued growth. Biochemical equipment having application in the medical and clinical fields as well as for industrial use will be promoted and U.S. firms will find receptive buyers. Expansion of industries utilizing this type of equipment, continued Government financial support for research and development in universities and Government agencies, an awareness of growing environmental problems and the obvious need for control and treatment of air and water pollution, and large expenditures for new hospitals, clinics, and laboratory facilities combine to make sales prospects particularly bright for U.S. products. For additional details or to reserve space call 202-967-4056. **Sydney Trade Center. Nov. 9-13.**

INDUSTRIAL AIR TREATMENT EQUIPMENT. Germany. German industry is presently spending approximately $100 million a year on air pollution control equipment. Germany has had antipollution legislation since 1960; active enforcement of this legislation plus liberal Federal Government relief measures for industry have contributed much toward making Germany one of the best European markets for air pollution control equipment and related instruments. For information call 202-967-2425. **Frankfurt Trade Center. Nov. 9-13.**

FLOW AUTOMATION EQUIPMENT. United Kingdom. The high level of capital investment in Britain's processing industries and the heavy computer orientation of these new facilities are major factors contributing to the country's interest in the latest developments in electronic process controls, particularly those related to flow measurement, control and proportioning, blending and weighing equipment. The National Economic Development Office estimates that the increase in investment in manufacturing industries as a whole will be 10% in 1970, with investments in the chemical and petrochemical industries rising $750 million in 1970 and refinery investments approximately $225 million. Imports of plant equipment are expected to continue to account for 15-20% of total plant investments and 33% of plant instrumentation. Particularly good market potential exists for mass flow measurement and blending devices and electronic/pneumatic—pneumatic/electronic converters. For complete information on this exhibition call Lee Swift, 202-967-4462. **London Trade Center. Nov. 9-13.**

FLUID POWER SYSTEMS, ACCESSORIES, AND CONTROLS. Japan. Continued rapid growth in demand for fluid power systems, accessories, and controls in Japan places increasing emphasis on advanced equipment. The U.S. industry manufactures a considerable range of fluid power equipment, including fluidic devices, which have high sales potentials in Japan. Japanese demand for imports in this product field are expected to exceed $17 million this year, rising to $33 million in 1971. **Tokyo Trade Center. Nov. 9-14.**

PACKAGING MACHINERY AND MATERIALS. France. The International Packaging Exhibition, Emballage '70, is one of the principal European trade fairs for the packaging industry. The French market for packaging machinery has been expanding about 10% annually, and in 1968 France imported $24 million in packaging machinery. Sales opportunities for U.S. suppliers of packaging equipment are developing as France modernizes its packaging industry. The need for better packaging in France is prompted by the expansion of self-service merchandising, and the integration of the Common Market economies which allows France to export more food products to her EEC partners. The International Packaging Exhibition in Paris is a biennial event which attracts a large audience of potential buyers interested in seeing the latest developments. The U.S. Department of Commerce sponsored a successful exhibition at this event in 1966. The 35 U.S. exhibitors reported sales of $2.3 million and 23 agency agreements as a result of that promotion. For further information on the market and participation in the exhibition telephone John Wolf, 202-967-3822. **U.S. Commercial Exhibition, Emballage '70. Paris. Nov. 9-15.**

OCEANOLOGY EQUIPMENT AND INSTRUMENTATION. Germany. Research indicates that more than $115 million in public funds alone will be expended during the next few years in Germany on oceanology. The increasing number of scientists and technicians, an expansion of shore facilities, an increased number of research ships, the establishment of the German Commission of Oceanology, the participation of Germany in countless international organizations, the growing cooperation between governmental, academic, and private industrial sectors, and a booming economy are some of the reasons why the future development of oceanology in Germany appears favorable. For additional information and details on how to participate in this important international event, call Andre Williams, 202-967-2425. **U.S. Commercial Exhibition, Interocean-70. Dusseldorf. Nov. 10-15.**

INDUSTRIAL AND SCIENTIFIC TEMPERATURE MEASUREMENT AND CONTROL EQUIPMENT. Scandinavia. The prime audience for this exhibition will be all scientific and research laboratories, the basic metals, pulp and paper, chemical, ceramics, glass and other industries concerned with the measurement and control of temperature during industrial processes. In Sweden alone, there are over 300 major companies and 30 independent research institutes using the type of equipment. Sales of many types of this equipment are increasing by over 20% a year; much of it is imported, and U.S. firms enjoy good reputations for the excellence of their equipment. Products which may be exhibited include: pyrometers and thermometers; thermocouples, transducers and other sensors; amplifiers, recorders and analyzers, breakdown and alarm systems, data-loggers and process control computers; analog computers; infra-red equipment; control valves and servo-mechanisms; electric furnaces, ovens, induction and dielectric heaters, as well as controls and components; atmosphere generators, and other related equipment. The market for industrial process controls in Sweden was estimated at $35 million in 1969, and about 25% of this equipment was for temperature measurement and control. In a survey, 134 companies indicated that within the next five years, they would spend $330 million for process control instrumentation and $23 million for on-line computers. Most of this equipment is being imported. For more information on this market and about participation in the exhibition, telephone John R. Crown II, 202-967-4421. **U.S. Trade Center for Scandinavia, Stockholm. Nov. 16-21.**

EQUIPMENT FOR BUSINESS AND INDUSTRY. Taiwan. Paced by a dynamic manufacturing sector, Taiwan's economy continues to experience rapid growth. The nation's gross national product during 1968 increased by 10.3% in real terms over 1967 with an expected similar growth rate during 1969. The industrial sector has averaged an annual rate of increase of about 18%. Chinese businessmen and Government officials recognize the need to achieve higher quality standards of production in order to effectively compete in foreign markets. Diversification into an increasingly wide range of sophisticated semi-finished and finished products is not only occurring, but finding their way into new geographic areas. Concurrent with this change in export product mix is a rapidly growing need for imports of advanced production equipment. This will be the second commercial exhibition in Taiwan sponsored by the U.S. Department of Commerce. Based on Market research conducted in Taiwan, the exhibition will feature equipment for the metalworking, food processing and packaging, construction, and plastic fabricating industries; test, measuring, and quality control instruments; and office equipment. In addition, other product lines identified as having good sales possibilities in Taiwan that will be exhibited include equipment for the chemical, textile, electrical and electronic industries; heating, ventilation and air conditioning equipment; and power hand tools. For further information contact Don Schmadel, 202-967-5286. **U.S. Commercial Exhibition, Equipment for Business and Industry. Taiwan. Nov. 16-21.**

PRINTING AND BOOKBINDING, FOOD PROCESSING-PACKAGING EQUIPMENT. Denmark. Buyers from a seven-country area including Belgium, Denmark, Finland, Germany, The Netherlands, Norway and Sweden will be attending the first U.S. sales event staged by the U.S. Department of Commerce in Denmark. Market research reveals that a shortage of skilled labor coupled with increasing wages and production costs are stimulating a trend toward modernization in the printing and food industries. Printed material and processed foods are important export commodities of these countries. Therefore, producers are modernizing facilities not only to remain competitive in their home markets, but in the international marketplace as well. Continued demand for automated equipment in both fields is forecast for the next several years. This seven-country area imported over $18 million of printing and bindery equipment from the U.S. in 1969 and over $16 million in food processing and packaging equipment. The exhibition will be mounted in two sections, one for printing and bookbinding equipment and the other for food processing and packaging machinery. For further details call 202-967-4256. **U.S. Solo Exhibition, Printing and Bookbinding, Food Processing and Packaging Equipment. Copenhagen. Nov. 17-22.**

COMPUTER TERMINALS AND PERIPHERAL EQUIPMENT. Italy. As Italy's economy continues to expand, its businessmen are pushing plant modernization in an effort to rationalize industrial operations. As a result it is expected that demand for real-time terminals and other peripheral equipment in Italy will greatly expand over the next few years. By 1972 there should be some 25,000 terminals in use in Italy. The Biennial International Instrumentation and Automation Exhibition, BIAS, is Italy's most important show in the field of instrumentation and automation equipment. In 1968, when the last event was held, BIAS' 658 exhibitors, attracted 54,250 visitors including 9,765 from outside Italy. For detailed information concerning participation and the current market for computer terminals and peripheral equipment call 202-967-4508. **U.S. Commercial Exhibition, BIAS. Milan. Nov. 20-26.**

XUM

LASERS AND ELECTRO-OPTICAL EQUIPMENT. Italy. High interest in U.S. lasers and electro-optical equipment exists in Italy. U.S. laser equipment currently has wide uses in Italian research laboratories, and industries are utilizing laser technology as soon as it is practical. American products are considered the best by Italian researchers and laboratory technicians, however, advanced laser and electro-optical equipment needs additional exposure in the Italian market. Indications are that $100 million has been authorized by the Italian Government for research and development programs. Italian industries currently starting to purchase laser equipment for on line applications are in the fields of electronics, telecommunications, machining, medical research, and construction. This show will coincide with BIAS, the Italian Biennial International Instrumentation and Automation Show, which draws a large European buying audience, and the U.S. Exhibition of Computer Terminals and Peripheral Equipment, all to be held at the Milan Fairgrounds. For marketing information on selling laser and electro-optical equipment in Italy and facts on exhibiting in this promotion, contact Herb H. Lindstrom, U.S. Department of Commerce, BIC-944, Washington, D.C. 20230 (202-967-3944). **Milan Trade Center. Nov. 20-26.**

DYNAMIC TESTING EQUIPMENT. Germany. The need for dynamic testing equipment is expanding at a rapid rate. In 1967, total German imports of electric and electronic dynamic testing equipment amounted to over $14 million, and in 1968, they rose to almost $19 million, a 34% increase in a single year. For further market information and details on how to participate in this event, call Don Trafton, 202-967-4161. **Frankfurt Trade Center. Dec. 7-11.**

MEDICAL ENGINEERING EQUIPMENT. United Kingdom. Continued expansion of the market in the United Kingdom for imported medical engineering equipment has led to new opportunities for the latest U.S. developments in the field. The U.K. imported $62 million of medical equipment in 1968, and the market continues to grow. U.S. suppliers provided the majority of electromedical apparatus and electrical and electronic instruments other than microscopes, x-ray machines and instruments for medical, dental and ophthalmic use. Increasing labor costs and the need to conserve highly skilled labor tends to emphasize more and more the importance of labor saving equipment manufactured to high engineering standards which is simple to operate. A substantial hospital building program is being carried out by the government's National Health Service. For further information on this market and participation in this exhibition, call 202-967-4443. **London Trade Center. Dec. 7-11.**

TRANSDUCERS. France. For a piece of a $10 million market that is growing at the rate of 20% per year, and in which the customers think so highly of American-made transducers that 60% of the market buys U.S., there is little effective competition. The direction the transducer market in France is taking is toward considerable growth, forecast in the 6th French Development Plan. This is expected to release substantial funding in university research, hospital facilities, air and water pollution, noise pollution and oceanography. These are all prime targets for additional sales penetration by American transducers. To capitalize on this outstanding marketing opportunity, the U.S. Department of Commerce has scheduled an exhibition of Transducers at the U.S. Trade Center in Paris. For more information, call 202-967-2434. **Paris Trade Center. Dec. 7-11.**

CHEMICAL PROCESSING EQUIPMENT AND INDUSTRIAL PROCESS CONTROLS. France. The French chemical industry has an 8.5% growth rate; its output has nearly doubled in the last 6 years; capital investment is expected to be $750 million in 3 years, and $400 million in export sales opportunities over five years is forecast. The French chemical industry has $4 billion to spend in the next five years for plant modernization and construction. As one of the strongest sectors in the French industrial complex, the chemical industry leads the list consistently in annual growth and is now searching for the latest developments in plant automation and chemical processing equipment. Here is an opportunity to meet with French technicians and buyers in Europe's biggest chemical trade fair in 1971. For more information call 202-967-2434. **U.S. Commercial Exhibition, SALON INTERNATIONAL DE LA CHIMIE. Paris. April 19-25, 1971.**

AEROSPACE EQUIPMENT. France. Air transportation in Europe, both passenger and freight, is expanding rapidly. Ground support facilities are becoming strained to overcapacity. Many airports, modern a few years ago, are becoming obsolete. New supersonic jets and high capacity aircraft will aggravate the situation. The growth in air traffic is expected to create a strong demand for all type of aircraft, components and related support equipment. The United States is a leader in finding solutions to aerospace problems. Much of the free world's current demand for aerospace equipment and components is supplied by the U.S. or by foreign manufacturers under U.S. license. For the European aerospace industry, the need for efficient and economical equipment and components is urgent. U.S. manufacturers in this field have excellent prospects for sales. The Paris Air Show, May 27-June 6, 1971, offers a unique opportunity to show the latest U.S. developments and promote the sale of U.S. equipment throughout the world. For information call Charles M. Whitley, 202-967-4961. **U.S. Commercial Exhibition, Paris Air Show. May 27-June 6, 1971.**

ENVIRONMENTAL POLLUTION CONTROL EQUIPMENT. Switzerland. Europe is more densely populated than the United States, and its industry has had a free hand for generations in polluting the environment. Although laws have been on the books for many years to require control of these

Sample Displays

A Sample Display Center is just what its name implies—a place to show samples of U.S. products.

U.S. firms without agents in the area may use any Center to present their products to prospective local agents and distributors.

Centers are supervised by U.S. commercial officers at the embassies in the host countries. U.S. products and descriptive literature may be displayed without charge for 30 days.

For information on the Centers in Bangkok, Beirut, and Nairobi, write: Sample Displays, BIC-918, Department of Commerce, Washington, D.C. 20230.

For the Sample Displays at Addis Ababa and Hong Kong, write to the Commercial Attache at the American Embassy in Addis Ababa and the Consulate General in Hong Kong.

pollution activities, it has been only recently that public consciousness is forcing governments to think seriously about enforcement. Switzerland plans to spend $2 billion within the current decade to clean up their water supplies. France is avidly pursuing control plans that will subsidize municipal water plants up to 70% of investment costs and industrial plants up to 50%. Belgium plans to spend $20 million in 1972 to protect underground and surface water. Italy is a serious offender in environmental pollution, and major plans are afoot to catch up quickly with her neighbors to the north. PROAQUA PROVITA is Europe's best known trade fair in the field of environmental pollution control. Three hundred manufacturers in water pollution, air pollution, and waste disposal equipment exhibit regularly, and more than 40,000 key decision makers in European government and industry attend. For additional information, call 202-967-3822. **U.S. Commercial Exhibition, PROAQUA PROVITA. Basel. June 8-12, 1971.**

Space fully booked

The following shows, in which all available exhibit space has been reserved, are still open for visits by interested representatives of the industries involved. U.S. firms with sales representatives or distributors in the area of any of the listed Trade Centers and exhibitions can ask these local businessmen to visit the shows to see the 'state of the art' in each particular field.

MARINE AND SHIPBUILDING EQUIPMENT. Germany. German shipbuilders and their clients, European ship owners, are looking for modern equipment which will increase production and automate ships' operations. German shipbuilders rank third in the world for production of seagoing vessels. Stiff competition both with Japan and within Europe requires the German shipbuilder to produce quality ships with the most modern equipment available. **Frankfurt Trade Center. June 8-12.**

CRYOGENIC AND VACUUM EQUIPMENT. United Kingdom. Stimulated by aerospace technology, industrial and research applications for cryogenic and vacuum equipment have soared in the U.K. The strong market potential is evidenced by the user industries which include steel, chemical, petrochemical, electronics, food processing and gas supply industries and the many organizations engaged in research and development. The current U.K. market is estimated at between $35 and $50 million and an expected growth rate of 10% during the next several years is forecast. **London Trade Center. June 8-12.**

ADVANCED REPROGRAPHIC EQUIPMENT EXHIBITION. Scandinavia. Demands for microfilm systems, office copying and duplicating equipment, offset printing equipment, facsimile equipment (remote transmission), document processors, lithography equipment, automatic typewriters, blue printing equipment, plotters and related supplies are increasing. In 1968, the U.S. supplied 22%, $12 million, of the $55 million total market for this equipment, with Sweden consuming half the total. Nordic businesses, institutions and agencies are seeking new equipment to provide higher efficiency at a lower cost. **U.S. Trade Center for Scandinavia, Stockholm, June 10-16.**

TRANSDUCER INSTRUMENTATION. Italy. Total sales are expected to top $2 million in 1969, and a 25% annual rise is forecast for the early 1970's. Interest in transducers comes from a variety of industries, with the greatest demands currently from the power, petrochemical, plastics, medical, and machine tool sectors. Trade sources also report excellent sales opportunities in Italy's expanding electronics, steel, communications, food processing and transportation industries. The largest market is reported to be for resistance, temperature, and pressure transducers. **Milan Trade Center. June 16-20.**

MEASURING, RECORDING AND CONTROL INSTRUMENTATION FOR THE CHEMICAL INDUSTRY. Germany. The Department of Commerce will organize a U.S. exhibition of instrumentation for the chemical industry at ACHEMA 1970. The fair, held every three years, is regarded as the world's leading showplace for equipment for the chemical industry. **U.S. Commercial Exhibition, ACHEMA 1970—16th Chemical Engineering Exhibition and Congress. Frankfurt. June 17-24.**

PACKAGING MACHINERY AND MATERIALS. England. PAKEX '70, the London International Packaging Exhibition is one of the largest and most important specialized fairs of its kind to be staged in Europe in 1970. The total U.K. packaging machinery market increased from $59.5 million in 1966, to $64.5 million in 1968. On total imports valued at $24.9 million in 1968, the U.S. captured approximately $6.6 million of the total. **U.S. Commercial Exhibition, PAKEX '70. London, England. June 22-26.**

BUSINESS MACHINES AND OFFICE EQUIPMENT EXHIBITION/SEMINAR/TRADE MISSION. Thailand. For the 10-year period ending in 1968, the market for these products showed an annual average increase of 25%. The steady growth of the Thai economy, together with a stable political and business climate, has caused a rapid expansion and modernization of business service of all types. Total imports of office/business machines rose from $2.7 million in 1965 to $5.1 million in 1967, an increase of 88%. The U.S. share of the market is approximately 25%. In addition to the Bangkok Trade Center exhibition, a trade mission/seminar will travel to several Southeast Asian countries. **Bangkok Trade Center. June 22-26.**

FOOD PROCESSING AND PACKAGING EQUIPMENT TRADE MISSION. Mexico. Imports account for about 70% of the Mexican market with the U.S. supplying $5.2 million of Mexico's total $8.6 million market for such equipment between January-August 1969. The proximity of U.S. manufacturers to Mexican buyers, permitting them to obtain rapid service and parts, is important to buyers. This mission will visit Mexico City, June 22-25; Guadalajara, June 26-28 and Monterrey, June 29-30. **Trade Mission to Mexico. June 22-30.**

COMPUTER DATA COMMUNICATIONS AND GRAPHIC DATA SYSTEMS/SEMINAR. Australia. Presently there are about 1,000 computers installed in Australia, primarily in the manufacturing and commercial sectors. Only about a third of the top 800 Australian corporations have installed computers. It is estimated that the number of computer installations will be more than doubled in 1972. Recent market research concludes that Australia is ready for the newest and latest technology the United States has to offer in data communications and graphic equipment. The current Australian demand includes character recognition equipment, media converters, terminals, graphic data systems and other input and output devices. **Sydney Trade Center. June 29-July 3.**

MATERIALS TESTING EQUIPMENT. Japan. Materials testing has begun to show impressive growth as well as shift in the types of equipment in demand. From 1966 to 1967, sales grew by 18% and this momentum is expected to continue as requirements increase for technologically superior metals, structures, etc. **Tokyo Trade Center. June 29-July 4.**

XUM

VISITORS TO THE JAPAN ELECTRONICS SHOW pass the welcoming standard, left, as inside at the American display, U.S. equipment is demonstrated.

U.S. has best Japan event

Display in Japan Electronics Show tops all previous totals; $16.8 million projected

The most successful U.S. exhibition staged in Japan—a display at the Japan Electronics Show—has 43 American exhibitors predicting $16.8 million in sales over the first 12 months after the show.

The Commerce-sponsored show at the international fair Apr. 10-20, ended with almost $2.8 million in book orders. The U.S. was one of a dozen nations which was represented at the annual international fair.

Visitors to the American display came from several Far Eastern nations and numbered 11,542 qualified buyers.

The 77 American manufacturers and suppliers represented at Tokyo displayed a variety of products including electronic equipment, test and measuring equipment, components, computers and peripherals, and communication and navigational equipment.

Several of the U.S. exhibition's sales leaders displayed production equipment, including Gyrex Products, Santa Barbara, Calif. The firm forecasts $200,000 in first year orders and reported selling $15,000 in equipment on the floor.

HOLDING A "RAYNGER" up for inspection by three visitors to the Commerce-sponsored exhibition in the Japan Electronics Show at Toyko's Harumi Pier is the Far Eastern representative of a U.S. manufacturer.

Sales leaders

Another manufacturer reporting $200,000 in first year sales was Bishop Graphics, Inc., North Hollywood, Calif. Bishop's booth displayed electrical and electronic components and drafting aids.

Bishop president Martin J. Salvin remarked, "We had a 50% increase in leads during the first four days." More than $20,000 in book orders were written by the company.

Another California company, Industrial Electronic Engineers, Inc. of Van Nuys, showed readout devices and panels and is anticipating $109,000 in 12-month sales; the company wrote $16,500 in show orders.

Exhibiting handling systems, Delta Design Inc., La Mesa, Calif., is anticipating $100,000 in new orders over the next year.

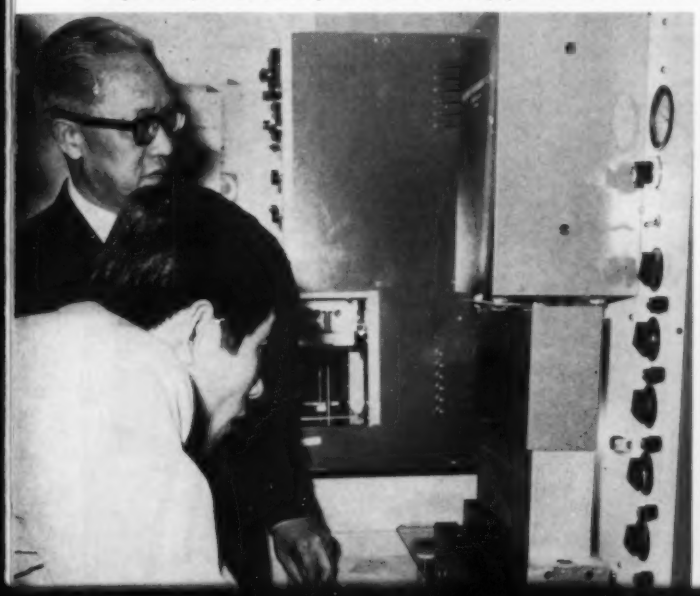
Other participating American companies in the Japan Electronics Show were: Adams & Westlake Co., Elkhart, Ind.; Analog Devices, Inc., Cambridge, Mass.; Barnes Corp., Lansdowne, Pa.; Barnes Engineering Co., Stamford, Conn.; Branson Instruments Co., Stamford; Burr Brown Research Corp., Tucson; California Computer Products, Inc., Anaheim, Calif.; Chemcut Corp., State College, Pa.; Curtin-Hebert Co., Inc., Gloversville, N.Y.; Cutler-Hammer, Inc., Deer Park, N.Y.; Dage Corp., Stamford; DEA Products, Inc., Tempe, Ariz.; Digital Equipment Corporation, Maynard, Mass.

E.G. & G., Inc., Boston; Eubanks Engineering Co., Monrovia, Calif.; Excellon Industries, Torrence, Calif.; Fairchild Semiconductor, Mt. View, Calif.; John Fluke Manufacturing Co., Inc., Seattle; B. Freudenberg, Inc., New York; General Electric Co., New York; General Radio Co., West Concord, Mass.

Hollis Engineering, Inc., Nashua, N.H.; Keithley Instruments, Inc., Cleveland; Lockheed Aircraft International Ltd., Los Angeles; Barnard Kessler, The Mica Corp., Culver City, Calif.; Molex Products Co., Downers Grove, Ill.; Optical Coating Laboratory, Inc., Santa Rosa, Calif.; Panduit Corp., Tingley Park, Ill.; Pasadena Hydraulics, Inc., Brea, Calif.; PRESCO, Precision Systems Co., Inc., Somerville, N.J.; Research Instrument Co., Inc., Westbury, N.Y.; Rocke International Corp., New York; Shipley Co., Newton, Mass.; Shure Brothers, Inc., Evanston, Ill.; Sola Basic Industries, Milwaukee; Sylvania International, Division of General Telephone and Electronics International, New York, Terodyne, Inc., Boston, Mass.; Terminal Radio International Ltd., New York; Hugle Industries, Inc., Sunnyvale, Calif.

BUSINESSMEN'S LOUNGES near the U.S. display of electronics equipment received constant use as American firms representing 77 manufacturers and suppliers wrote $2.8 million in book orders and are predicting $16.8 million in first year post show sales. Below, an on-the-spot demonstration is in progress.

TWO OF THE 11,542 REGISTERED VISITORS at the international electronics fair in Japan study an advanced piece of U.S.-made equipment, left. A case of modern electronics components is discussed, right, by two interested buyers and a company representative. The U.S. exhibit set a new sales mark in Japan.



XUM

Show in Stockholm draws 1,108 visitors, $3.4 million in sales

Trade Center event featured 22 new-to-market participants

Twenty-two companies new to marketing in Scandinavia were among the 31 firms participating through 27 exhibitors at the Materials Handling Equipment/ USA Exhibition at the U.S. Trade Center for Scandinavia in Stockholm, Apr. 14-18.

Four new agents were signed and negotiations with 27 candidates for overseas representatives are under way.

As the show closed, $113,775 in floor orders were written and projected first year sales are estimated at more than $3.4 million. The ten exhibitors entering exporting for the first time contributed a total of $1.7 million to the estimated 12-month total.

High quality audience

The show attracted 1,108 visitors, including 258 materials handling experts attending the annual congress of the Swedish Materials Handling Society in Stockholm who registered at a special meeting the Trade Center staged.

Highest off the floor sales were made by Tri-Wall Containers, Inc., Plainview, Long Island, with $73,000 in immediate sales and an estimated $150,000 during the first year following the exhibition. Highest projected sales, $750,000, were recorded by Carl Krasny & Associates, Inc. of Cleveland, a manufacturer of automated handling equipment for sheets and bars. Both companies are new to the Scandinavian market.

Continental Conveyor & Equipment Co., Winfield, Ala., with a projected $250,000 in first year sales, decided to locate a branch office in Stockholm for the Scandinavian area. American International Corp., Cleveland, also with $250,000 estimated first year sales, is negotiating to appoint agents and distributors with four companies.

The Bear Cat Tire Co. of Chicago which was already represented in this market, projected $200,000 in additional sales.

Other companies participating were: American Plywood Association, Tacoma, Wash.; Atlas Automation, Inc., Fenton, Mich.; Blue Giant Equipment Corp., Buffalo; Compacker, Inc., Davenport, Iowa; Cutler Hammer, Inc., Milwaukee; Dumman World Trade Co., Milwaukee; Dunnage Engineering, Inc., Brighton, Mich.; Hercules Industries, Nashville, Tenn.; Intermarco, Inc., Jackson, Mich.; J & S Carburetor Co., Dallas.

Lepetka International, Inc., New York; Lok-Rak Corp. of America, East Hartford, Conn.; Machinery, Inc., Falmouth, Me.; Marsh Stencil Machine Co., Belleville, Ill.; Martin-Decker Corp., Santa Ana, Calif.; Signode Corp., Chicago; Tennant Co., Minneapolis; Unimation, Inc., Danbury, Conn.; Victor Balata & Textile Belting Co., Easton, Penn.; Weber Marking Systems, Arlington Heights, Ill.; Westinghouse Electric Corp., New York.

ASSEMBLING A BOX for a customer at the materials handling equipment show is an official of Compacker, Inc., above, while uses for Bear Cat Tires are explained, below. Twenty-nine other U.S. firms exhibited.

CALIFORNIA-BASED Martin-Decker, Corp., which displayed a variety of cranes, scales and indicators, attracted many interested customers from the 1,108 registered visitors from the four Scandinavian nations.

Turkish growth may slow

Recent economic and political occurrences appear to have affected development pace

The convergence of economic and political factors over the past few months have combined to create a possible hiatus in the pace of Turkey's overall economic development, according to the semi-annual Economic Trends Report from the U.S. Embassy in Istanbul. Major fiscal and development policy measures seem to have been delayed; these include political-economic measures such as entry into the transitional phase of Turkey's EEC Association. The occurrence of a political crisis in the majority and governing Justice Party appears to have reduced business confidence at least temporarily and to have strengthened the conviction of much of the private sector that the Government will not be able to avoid taking stringent measures to restore the pace of orderly growth of the economy.

Opportunities for mutually beneficial trade and economic intercourse have not been diminished by the current spate of development pains. Greater effort in ferreting out the product lines or investment possibilities that can most profitably be pushed during the next six months or year will be needed if U.S. business is to retain or, hopefully, improve its position on the Turkish scene. The restrictions imposed by the balance of payments will affect decision making on types and quantities of allowable imports, as well as on matters affecting present and interested U.S. investors.

Investors must be persuasive

This means that U.S. firms looking at Turkey as a new market, or one to be developed, should plan from the outset on the need to present very complete background and justification for their business proposals, or the usefulness to Turkey of new or increased imports of their product. Officialdom as well as commercial contacts must be convinced.

U.S. firms recently have been successful in establishing in Turkey, and others are actively seeking expansion approval. The February ground-breaking ceremony of the multimillion dollar Byron Jackson pump plant near Izmir culminates nearly three years of intensive effort by the U.S. firm, including two years spent negotiating the basic investment approval through the State Planning Office and other agencies of the Turkish Government.

The general economic and financial conditions of Turkey today tend to favor large public and private projects. Many, of the infrastructure type in power, transport and communications, and hydraulics, fall in the public sector, where foreign exchange and local financing are made available under the development program. Turkey's large industrial concerns are capable of obtaining investment or operating funds on the local capital market by bond sales, or through widespread financial connections. U.S. international engineering firms for these reasons should keep up their interest in Turkey.

Projects are under way

Several new projects are entering initial stages, such as development of the extensive Elbistan lignite reserves in Eastern Turkey, estimated to comprise one billion tons of exploitable material. Thermal power generation using the lignite on the site with the addition of a related chemical complex is the general plan. Bids are being taken on feasibility studies now, with several important U.S. firms in the lists. The country's power agency, Eti Bank, currently is discussing with U.S. and European suppliers a possible $10 million order for gas turbine power units to help meet the country's growing shortage of power for industrial and private consumers.

For projects such as these, financing terms can be of utmost importance. Interested U.S. firms should look into financing possibilities, including early contact with the U.S. Export-Import Bank, in considering and preparing their bids. The Turkish Government, however, still wisely eschews entering into supplier credit relationships, and all significant loans must be approved by the appropriate Ministry.

A slow process

This makes sales (e.g., aircraft) a slow business but they can be made if it can be shown that the product is needed and the project viable. Other major projects which may come to contracting in 1970 include the 1,500 mile Iran-Turkey crude oil pipeline estimated at $672 million, and a $3 to $4 million communications satellite earth station. A new petroleum refinery for the Marmara area is under active discussion in the private sector, with financing and problems of size yet to be settled, while the Black Sea refinery may enter the active planning stage.

Projects such as these provide opportunities for equipment and special service sales as well as for overall or sub-contracting. Many U.S. contractor equipment firms have capable local representation, but those that do not should consider

Mutually profitable trade opportunities

Despite problems, Turkey remains an active economy offering possibilities for mutually profitable trade. Increased effort by interested U.S. suppliers and developers is needed, however, to ferret out the possibilities. In turn, persistence and patience are required to push proposals and sales through to fruition as the officials watching over Turkey's tight foreign exchange resources must be thoroughly convinced of the desirability and usefulness of the product or proposal.

Several new major projects are being opened up for feasibility studies and contracting. U.S. engineering firms, and specialized equipment suppliers should keep a close watch through a local office or agent if possible. Financing arrangements are more important than ever for major contracts. Steel scrap and agricultural development materials and technology are of increased interest to Turkey, while tourism, timber, livestock and food processing continue to hold great potential as users of U.S. equipment and techniques.

XUM

carefully whether an office in Turkey or an active agent might not open new possibilities for them. This is not a quick in-and-out market. Other ongoing development and mixed public-private sector industrial investments continue to provide specialized engineering and equipment sales openings.

The shortage of pig iron and scrap steel this year may have opened up a new market to U.S. suppliers. One sale of considerable amount is currently under negotiation, and follow-ons, or additional contracts might appear in response to an active effort by suppliers. Turkey's agricultural experience of the past three years also is increasing recognition that improved technology and associated equipment is necessary if the country is to produce a significant surplus for export. The Rockefeller Foundation is preparing to establish a research operation at Ankara later this year which will spread basic knowledge of modern techniques, and help open the way to suppliers of related equipment and services.

Plenty of potential

Tourism, timber, livestock and food processing are all sectors long recognized as having development potential for Turkey. Entry into and operation of successful units in any and all require the modern, efficiency-conscious approach pioneered by U.S. firms. At the same time, development in these fields by local or European capital, as is occurring in tourism especially, offers sales opportunities for specialized, high efficiency U.S. equipment.

The need to spend foreign exchange to earn more is recognized by Turkey's financial authorities. Emphasis in sales or investment proposals on these facets will greatly increase local interest and possibilities for acceptance and cooperation by local authorities. Turkey, therefore, as a market for U.S. business can be improved despite its present problems, for many of these very problems require just those goods, techniques and services at which U.S. business excels.

Balance of payments results mixed

The earlier upward trend of exports has flattened and increasing spot shortages of industrial raw materials and supplies has occurred. For 1969, exports were 8% above 1968, but less than 3% over 1967 resulting in a two-year average annual rise of barely 1.5%. Moreover, this export growth was concentrated in trade with the EEC where special advantages have been accorded to Turkey.

Imports rose to $810 million or about 6% over 1968, but heavy demand from businessmen and importers led the Government to suspend acceptance of liberalized list applications by mid-November of 1969. At that point delays in payment of the over $200 million backlog of approved foreign exchange letters of credit had reached five months for industrial imports and seven months for general importer goods. In early March 1970, these delays had lengthened to nearly eight and ten months, respectively. The backlog had been reduced to about $150 million by the end of 1969, but with the beginning of the 1970 import program Jan. 5, a new flood of applications has pushed the figure above the $200 million mark again.

These delays are troublesome to industry and business and upon buyer-supplier relationships as the foreign seller is being forced to wait longer for payment. It is likely that this is an additional obstacle to sales by U.S. exporters, as the additional shipping time from the United States compared to Western Europe increases the time-spread between sale and final payment, thus raising financing costs on both sides of the transaction.

In the balance of payments, the trade deficit grew only marginally in 1969 to $273 million from 1968's $268 million while workers' remittances rose to $140 million from $107 million in 1968. The net tourism deficit was halved from $10 million in 1968 to $5 million in 1969, and income from project assistance rose while program aid declined. To the assistance figures should be added approximately $40 million in PL-480 grain and tallow imports for the year.

Central Bank reserve figures indicate a foreign exchange reserves increase for 1969 of about $160 million, reaching $200 million at the end of 1969.

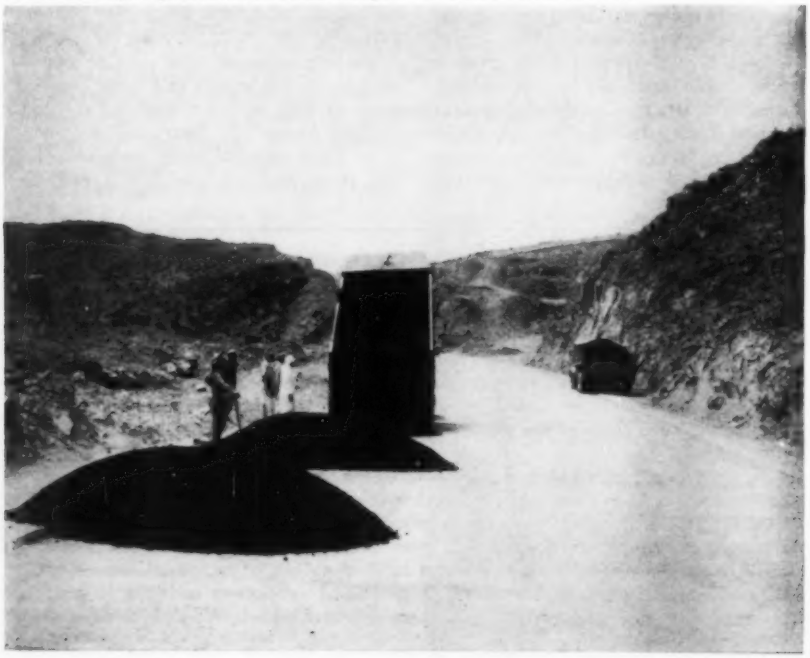
Internally, the government-stimulated drive for development, mixed balance of payments performance, and the political crisis have accompanied supply and production problems, increased prices and strengthened official measures to restrict credit to the private sector. As revenue fell below expectations, efforts to reduce official expenditures began in November shortly after the formation of the new post-October election Justice Party Government. However, heavy official spending on government and State Economic Enterprise investment projects throughout the year already had occurred.

Agricultural growth holds steady

The agricultural sector contributed a reduced share to the gross national product in 1969, as its growth rate fell to about 1%.

A major private sector-government combined effort to break into West European fresh fruit and vegetable markets began to pay off last summer and fall. Current estimates show that about $20 million in foreign exchange income was earned by sale of these products, principally citrus. This category of exports is a potential high income earner for Tur-

AN IMPROVED TRANSPORTATION NETWORK is essential to help Turkey achieve its industrial, agricultural and export goals. Below, a roadbuilding crew at work in eastern Turkey.



key, given its climatic advantages.

Many factors in Europe such as short crops in competing areas, high citrus demand due to influenza epidemics and a hard European winter favored Turkey's 1969 exports. For the future, efficient management and organization could make this a strong growth industry for Turkey with ramifications in the frozen, processed and food packing fields.

Labor settling in

Turkish labor is believed essentially to have voted conservative in the elections of last fall, and during the period completed the third round of biennial collective bargaining contracts relatively trouble free. Wage rates, based upon returns to the Social Insurance Organization, moved upward on the average between 5 and 10% from December 1968 to December 1969, with the least skilled gaining the most and the skilled the least. During the same period prices also moved upward, according to conservative official statements, about 6%, leaving a mixed but low increase in real wages. Unemployment as measured in Turkey in cities with a population of 50,000 and above is about 3.5%. Total unemployment may be about 7 to 8%.

The legislative scene with respect to labor is fairly dormant at the moment. The recent political crisis has slowed the process of developing and refining labor legislation. The most immediate prospect is for greater clarification in existing legislation which should lead to even greater stability in the labor market by: 1) introducing area-wide collective bargaining, and 2) giving local governors greater authority in dealing with labor market disturbances in violation of law and collective contracts.

Trends show continued growth

In general, we expect a strong effort by the Government to re-stimulate the economy in 1970 in pursuit of its proclaimed 7% annual GNP growth goal. This will occur principally by encouraging large-scale public sector and mixed public-private investments, while continuing a more limited selective anti-inflation policy which bears mostly on the private sector. Credit restrictions will continue and perhaps be strengthened, as the primary anti-speculation weapon available to the authorities in the absence of appropriate fiscal or tax legislation.

At this stage a modest increase in the GNP for the first 6 or 7 months appears likely, with possibly a quickening of the pace in the autumn. Agriculture will probably contribute 2 or 3% growth as weather conditions during last fall's planting season are feared to have reduced cereals prospects again. Industry will continue to feel the effects of supply shortages which local observers believe disturbed industry during 1969.

The price indices will continue to rise at about the 6% average annual rate officially posted in 1969. The true cost of living for the urban population will increase more. The labor scene appears to be reasonably quiet, but continuing cost of living increases may lead to renewed agitation later in the year as workers see recent wage gains absorbed.

The balance of payments will remain under severe strain. The long-hoped-for export rise is not yet under way, although increases in exports of household appliances, textiles, leather goods, knitwear, cement, and fuel oil may occur under the impetus of special campaigns directed at the Arab world and Turkey's bilateral trade partners of Eastern Europe.

Communist China may become a market for tobacco, probably linked to sales of Turkish cotton, and an unofficial Japanese commercial investment delegation of 28 members recently has evidenced interest in increased economic relations with Turkey. Any beneficial impact from these developments appears to lie beyond 1970, however.

Workers remittances may increase as much as 15% to $160 million, but the request to the OECD Consortium for aid to Turkey for $140 million in program assistance may not be met in full. Project aid disbursement may run at about the 1970 Annual Program rate of $190 million, due to the momentum involved in these operations. Tourism may earn up to $5 million for Turkey on a net basis.

Eximbank relending credit will help Iranians buy U.S. industrial equipment

In a concerted effort to aid in the promotion of the sale of United States goods and services at the Department of Commerce U.S. Industrial Machinery Exhibition at Tehran, Iran, May 16-21, the Export-Import Bank has announced three relending credits totaling $7 million to three banks in Iran as follows:

- $5 million to Bank Melli, which is government-owned;
- $1 million to Iranians' Bank, a private bank which is 35% owned by First National City Bank;
- $1 million to The Foreign Trade Bank of Iran, 51% government-owned with a 20% interest held by Bank of America.

Each of the credits will be relent by the borrowing banks to small and medium-sized industries for the purchase of U.S. heavy construction equipment; refrigeration, air conditioning and heating equipment; textile equipment; medical, hospital, and laboratory equipment; electrical equipment; food processing and packaging equipment; and automotive maintenance equipment.

Afghans' N.Y. trade company is under new direction

The Trading Company of Afghanistan's New York office has a new president—former Minister of Commerce Dr. Nour Ali. The company is located at 122-126 West 30th St., New York, N.Y. 10001. Dr. Ali will also serve as Honorary Consul of Afghanistan.

The company is interested in promoting U.S.-Afghan trade, and U.S. businessmen interested in import or export trade which Afghanistan are invited to contact it for further details.

New service uses tapes

A business information service has been introduced which uses tape recorded information in conjunction with printed materials. Called MBC, Multinational Business Commentary, the service consists of tape cassettes containing reports, analyses and commentaries, as well as printed instruction material on world news and trends which affect the international businessman.

Multinational Business Corporation, producer of the program, says that on-the-spot reportage is combined with instructional and management development techniques to provide a tool for companies to use in planning and implementing their international activities. The MBC program is prepared by an editorial advisory board comprised of experts in the fields of international finance, marketing and management. The reports and observations from these experts are augmented with those contributed by the MBC staff and reporters and financial writers on *The London Financial Times* in generating a continual input of timely business information and opinion from major centers throughout the world.

The service is available on an annual subscription basis. **Write:** John Quinn, Wells Fargo Building, 44 Montgomery St., San Francisco, Calif. 94104 (415-434-4760).

Good year likely for U.S. sales to Lebanon, but record showing of 1969 will be difficult to top

U.S. position as leading supplier is under serious challenge; Lebanon's rapid export growth of recent years is continuing

By JOE LILL
Commercial Attache,
U.S. Embassy, Beirut

After a record year for its exports to Lebanon in 1969, the United States will find it difficult to repeat the performance in 1970. However, this can still be a rewarding year for many American suppliers.

The Lebanese economy has proved to be remarkably resilient since the Arab-Israeli war in 1967 despite the subsequent crises in the country and the Near East. Total imports (exclusive of gold), which fell from $536.3 million in 1966 to $474.3 million in 1967, rose to $521.6 million in 1968 and passed the 1966 peak to reach $553 million in 1969.

According to U.S. Department of Commerce figures, U.S. sales to Lebanon last year reached $89.5 million. Aircraft and aircraft parts, valued at $29 million, represented by far the largest component of this total. The picture for aircraft sales this year it not as rosy. While Middle East Airlines, the privately-owned Lebanese passenger air carrier, will require up to eight new aircraft over the next several years, it appears that only one plane, a Boeing 707 320-C, will be acquired in 1970. On the other hand, U.S. exports of agricultural commodities are expected to increase substantially.

Tension and uncertainty over political developments is affecting domestic sales, credit availability, industrial investment, the building industry and tourism. Retail sales in general appear to be somewhat down so far this year although the food sector is doing very well.

Lebanese merchants are basically optimistic. "If this month is a poor one, next month will be better." Still, their feet are on the ground. They are watching inventories more closely and during the past year or so have become more selective in extending credit facilities. The banks are also eyeing would-be borrowers with more care.

The U.S. position as leading supplier to Lebanon is under serious challenge. Importers are painfully aware of the seemingly inexorable rises in U.S. prices. They wince, too, at the high freight costs brought on by the "war risk" surtax imposed in December 1969 by the North Atlantic Mediterranean Freight Conference which was not imposed by the European conferences. Also, competition from European and extremely active Japanese suppliers is intense. Of course, the statistics on trade with the United States do not tell the whole story of American trade interests here, since Lebanon imports many products from U.S.-owned offshore plants.

We still have a lot going for us. Our products are prized, our technology appreciated. The key to selling here, I believe, is to find a good agent or distributor and then support him to the hilt. U.S. suppliers who are faring the best here are providing that kind of support. Hard work and perseverance are required to learn the market and sell to it.

Is it worthwhile?

Is the effort worthwhile? While Lebanon is a relatively small market, it is a strategic one. Beirut is the show window of the Arab Near East and Lebanon its summering place. Lebanese businessmen are active throughout the area, associating in various ways with importers, wholesalers, retailers, consultants, contractors and investors in other Arab countries. Conversely, many non-Lebanese, Arab businessmen—well-heeled financiers among them—do business in Lebanon, the hub of Near East commerce. When you sell to Lebanon you may well end up selling in unexpected markets—not all of them Arab, since the Lebanese have long been active in Africa and even farther afield.

That is why, when we ask a Lebanese merchant about business, we often hear that it may or may not be booming in Lebanon, but total sales are continuing their steady upward curve. Aside from sales out of the Beirut Free Zone, there is substantial re-export of goods from well stocked merchants' stores.

Lebanese imports from the United States of unmanufactured tobacco, man-made textile fibers, paper and paperboard, and sound recording products have increased steadily since 1966. Except for 1967, this is true also for scientific and optical apparatus. Among the leading U.S. exports to Lebanon are motor vehicles, cigarettes, household appliances, pharmaceuticals, animal feeds, internal combustion engines, iron and steel products, textile fabrics, construction machinery, pumps and centrifuges, heating and cooling machinery, and mechanical handling machinery. Good success is also reported in selling U.S. hospital equipment and garage tools.

For example, Mr. Abdo Malaab, Lebanese distributor of Pendleton Tools Industries International of Los Angeles has decided that the garage equipment market deserves some extra effort. He is having Pendleton's catalog translated into Arabic, with Pendleton sharing the cost. This, we are told, will be the first translation into Arabic of a catalog in the automotive field.

That is the kind of initiative you can expect from a good Lebanese distributor. Another example is that of Messrs. John Daldemian and Alexander Bellotti, partners in Electronics, Inc., the Lebanese distributor for Magnavox. People thought that U.S. color television sets were out of the running when Lebanon adopted the French SECAM system. Thinking otherwise, these gentlemen have developed a converter that brings SECAM color onto the Magnavox screen. They report that customers are well pleased with Magnavox performance.

Many experienced Lebanese businessmen are willing and able to sell U.S. products. However, having their choice of goods from around the world, they are unlikely to take on an unpromising product line. The U.S. Sample Display Center in Beirut is therefore a useful and convenient way for a U.S. firm seeking an agent or distributor to expose his product to the discriminating Lebanese merchant. The Center is also being effectively used for special promotional exhibits by American suppliers and their distributors who are already selling in this market.

Several hundred American firms have found it profitable to establish regional branch or representative offices in Beirut. The list of such offices, which has grown year after year, appears in a booklet entitled "American Business Concerns, Educational and Philanthropic Institutions in Lebanon." The booklet is on sale as a "Trade List" by the Department of Commerce and its Field Offices. American firms have helped to make Beirut a re-

gional center by holding distributors' sales conferences here; companies that have recently conducted such meetings include Johns-Manville, Borg-Warner and Trane.

The importance of Beirut as a regional center of commercial activity is receiving increasing recognition from Lebanese officialdom. A committee of foreign businessmen in Beirut has been formed under the aegis of the Ministry of Planning to examine ways to encourage the establishment of foreign firms in Lebanon and to facilitate their operations. Also, the Lebanese Public Relations Association is engaged in a project to identify problems faced by resident foreign firms.

The 1970 Lebanese ordinary budget, approved by the Parliament in January, anticipates revenues and expenditures of $239.2 million, an increase of 12% over 1969. Provision has been made in the revenue account for deficit financing of about $34.1 million, from borrowing on the international and domestic markets. Given the steadily increasing defense outlays (these have almost doubled in the past five years) and popular pressures for increased spending on social programs, prospects are dim for initiating new development projects depending on Lebanese financing.

Better highways needed

There is a serious need to improve the heavily overburdened Lebanese highway system. The estimated cost of several large road projects under various stages of study is $385 million. French consultants have completed plans for the Tabarja-Tripoli highway (an extension of the 4-lane highway between Beirut and Tabarja), and the American consultants Miller-Warden-Western are collaborating with a German firm on a feasibility study for an expressway from Beirut east to the Syrian border. Three other large projects envisaged are an expressway from Beirut south to Sidon and Tyre, a Beirut bypass, and modernization of the existing Lebanese road network. However, financing arrangements for highway construction with World Bank assistance have not gone forward, because Lebanon has not yet found a way to raise funds for local costs.

The gleaming new 450-bed hospital of the American University of Beirut (AUB) will be inaugurated on June 26. The adjoining new research center and outpatient department are already in full operation. Five or more American firms are expected to bid by the June 9 closing date on a third, $9.7 million, phase of the project to include a basic science building, medical library, post-graduate medical education facility, and housing for nurses and interns. Funds for this project came from AID under a program which provides capital assistance to selected American educational institutions abroad.

Plans are being prepared by Aeroport de Paris for an additional 3600-meter runway, strengthening of existing runways, and a major expansion of the terminal building at Beirut International Airport. A French consortium under Batignolles will handle the construction, which is expected to get underway by the end of this year. Although the financing for this LL 33 million project (excluding the cost of expropriated land) is French, there may be opportunities for U.S. firms to supply some of the equipment.

The remarkable growth in Lebanese industrial exports during the last several years is continuing. However, the continuing large deficit in Lebanon's trade balance ($481.5 million in 1969) is a matter of some concern.

One of the U.S. companies participating in Lebanese industrial growth is the Otis Elevator Co. which, with its Lebanese partners, has almost completed a new office building and plant to manufacture parts for Lebanon and the Near East.

Last year saw the continuation of the government's efforts to rehabilitate the banking sector. Total bank deposits on Dec. 31, 1969, amounted to LL 3.3 billion reflecting a 7% increase from the end of 1968. The law governing bank deposit insurance was recently amended raising the insurance ceiling to LL 30,000. Despite the Central Bank's 5% reserve requirement on deposits, some banks report a high liquidity and are looking for sound investments. Recently, approval was granted for the establishment of a new industrial investment bank with LL 15 million, to grant long and medium-term loans for industrial and commercial activities. Another bank has recently been authorized to cease its commercial banking activities and specialize in granting investment loans. In February 1970, the partly American-owned Transorient Bank established a separate small loan corporation which makes installment loans for consumer products.

Lebanese ports continue to thrive. The Port of Beirut received 2,700 ships in 1969 compared with 2,453 in 1966.

Despite the political crises of April and October 1969, 1,587,185 foreigners visited Lebanon in 1969, an overall rise of 5.8% above 1968 (or a rise of 9.6% if the 810,050 Syrian visitors are excluded); American visitors rose to 62,778, 26% above 1968. However, the hotel room occupancy rate was down from 53% to 47% and the important Lebanese hotel industry has been having rough sledding.

Still, and this is worthy of note, some confident entrepreneurs, who have been operating in the Middle East for a long time, are banking on a resumption of the 20% annual tourism growth rate enjoyed in former years, for two large hotels are now under construction in downtown Beirut.

As a growing internal market and gateway to other markets Lebanon is receiving the increasing attention of suppliers from many countries. American firms not already active here may well find, on inquiry, that good sales prospects exist for them as well.

MANY LEBANESE BUSINESSMEN ARE EAGER to sell various kinds of American products. Above, a brand of U.S. garage machinery is actively promoted in the Beirut showroom of a Lebanese firm.

XUM

Tremendous growth potential seen for Saudi Arabian import market; intensified sales efforts required

Rate of economic gain expected to slow this year and next from the usual 8% rate, but imports should continue to expand

By ROGER B. MERRICK
Commercial Officer
U.S. Embassy, Jidda

Saudi Arabia is the leading U.S. export market in the Arab world. The Saudi economy is heavily import dependent for both consumer and investment goods. During 1970 Saudi Arabia probably will import goods valued at more than $900 million and will pay additional millions of dollars for foreign services. The Saudi market attracts considerable attention from the leading industrial competitors of the United States because of the free convertibility and stability of the Saudi riyal, the tremendous potential for continued growth in the import market as Saudi Arabia has the largest proven reserves of petroleum in the world, and Saudi Arabia's liberal trade policy which permits the unhindered entry of most products.

Two recent events—the opening of bids for the Jidda and Riyadh airports and the United States Department of Agriculture Food Fair in Jidda—are of substantial interest to American exporters.

On Apr. 25, bids were opened for the construction of airports in Jidda and Riyadh. The contract for the construction of these two airports is probably the largest airport contract in the world which will be awarded by the submission of a single set of bids and overall one of the largest contracts ever to be awarded in the Middle East. An American contracting company, J. Rich Steers of New York, with a bid of $261 million was the low bidder by a margin of over $48 million. If Steers is awarded the contract in the next few months, American exports connected with these projects could total as much as $70-80 million.

Thus far during 1970, U.S. Government official promotion of U.S. exports to Saudi Arabia has centered on the USDA Food Fair which was held in Jidda from Apr. 5.8. Twenty-three American companies showed their products in this trade-only show. Direct sales, excluding rice, during the show exceeded $600,000. Only nine companies new to the Saudi market were represented in the exhibit. The one American company not represented in Saudi Arabia which sent its own representative from the United States had direct sales of over $350,000. New agency agreements from contacts made during the show are expected to produce more than $1 million in milled rice sales during 1970 and it is estimated that sales resulting from the exhibit will reach a total of more than $10 million.

This successful exhibit highlighted American interest in the Saudi foodstuffs market. For the last two years, U.S. exports of agricultural products to Saudi Arabia have exceeded $25 million. As Saudi Arabia imports foodstuffs valued at more than $140 million annually, this foodstuffs market offers interesting opportunities for American exporters.

U.S. position challenged

The U.S. position as the leading supplier of the Saudi market is being seriously challenged, however. U.S. exports to Saudi Arabia dropped by 17.6% to $154.3 million in 1969 from a record high of $187.2 million in 1968. This decline coincided with an estimated 15% increase in total Saudi imports during 1969. Exports from the United Kingdom, West Germany and Japan during 1969 increased respectively by 20.4%, 10% and 7.9%. In most major categories the U.S. market share has declined.

In the area of manufactured products, our competitive performance has not been outstanding. The U.S. market share for manufactured products has dropped from 34.3% in 1964 to 27.3% in 1968. The category of machines and transport equipment is the largest single item of U.S. exports to Saudi Arabia. In this category, the U.S. market share during the last five years has dropped from over 50% to about 35%.

In absolute volume, U.S. exports in this category were, in 1968 and 1969, $92.6 million and $88.7 million respectively. Detailed analysis of the individual items shows that Japan has been very effective in increasing its market share at the expense of the U.S. market share of automobiles, light commercial vehicles and non-road tractors. In construction and mining machinery, mineral crushing machinery, mechanical handling equipment and in non-electric machinery West Germany appears to be doing quite well at the expense of both the U.S. market share and U.S. exports in absolute terms. The United Kingdom also has greatly increased its market share in this category through sales of military aircraft.

What are the competitive factors involved in the reduction of the U.S. market share? Agents and distributors of American products almost without exception complain about higher U.S. prices as the principal factor responsible for lost sales to our competitors. Certainly higher U.S. prices are a major factor, but this explanation is not entirely convincing as we look at the activities of our competitors in this market.

The Japanese example is striking and instructive. In the areas where Japanese companies have cut into the U.S. market share, effective agent and distributor organization is perhaps as important or more important than lower Japanese prices. Several Saudi firms have been provided with the full time, extended assistance of several employees of the exporting company with the Saudi distributor paying only a nominal charge for these services.

It also appears that the exporting companies finance on attractive terms both distributor credit and credit for the final consumer. It will take more than a nominal effort to maintain and increase the U.S. market share against this type of distributor support.

While American companies may not be able to duplicate the Japanese example in supplying company personnel to distributors and agents, the example of Japan and our other competitors in making available more liberal credit terms should be considered by American companies. Saudi businesses increasingly are asking for more liberal terms than thus far they have enjoyed. This development is an outgrowth of current trends in the Saudi economy.

Buyers becoming choosy

The Embassy has recently noted some slackening of economic activity in the Kingdom—particularly in the Western regions. Availability of reasonably priced merchandise is no longer all that is required for selling. Increasingly in the consumer goods areas, Saudi Arabia is becoming a buyers' market.

Due to a variety of factors which are not unique to Saudi Arabia, this slackening of economic activity has coincided with liquidity problems in the banking sector. Local interest rates are up and foreign banks operating in Saudi Arabia have been forced to borrow from external sources in order to make loans to their best customers. Many local merchants simply cannot expand their lines of credit sufficiently to achieve the rates of growth in their businesses that they have become accustomed to expect. Thus, merchants complain and ask suppliers for credits that are not available locally.

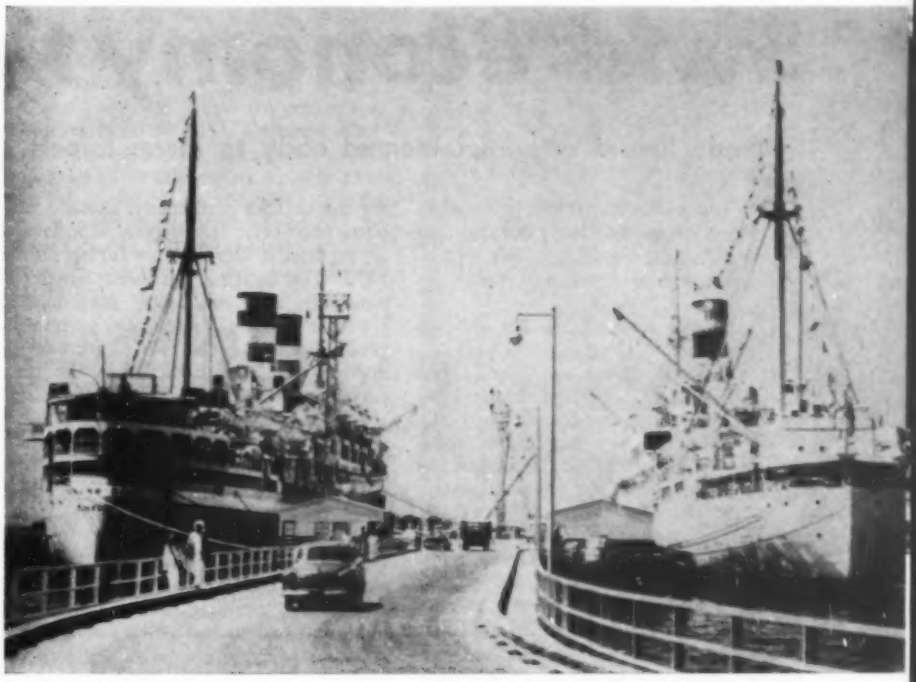
In recent years, Saudi GNP in real terms has increased about 8% annually. The Embassy anticipates that this rate of growth will slow somewhat during 1970-71. The prime stimulus to growth in the Saudi economy is increased oil revenues. While oil production only increased by 5.4% during 1969, due partially to the four month closure of the oil pipeline from Saudi Arabia to the Mediterranean because of the fedayeen action, oil production should rise about 10% during 1970. These increased oil revenues will be offset, however, by the continued Saudi payment of subsidies amounting to $150-155 million annually to the United Arab Republic and Jordan. These continued payments and growth in defense expenditures have become the principal reason for a leveling in the rate of governmental development expenditures.

Defense and defense-related expenditures have become a high priority item for top decision-making officials and, in the past year, new projects in the defense field have been initiated at the expense of new development programs. As a result, products in these fields, such as communications equipment, are finding an excellent market in Saudi Arabia. Also, there is substantial demand for related services of foreign companies.

Substantial openings for U.S.

New contracts in the operations, maintenance and training field offer substantial opportunities for American companies. For example, the National Guard is now considering hiring a contractor to maintain its vehicle fleet. This contract, for several millions of dollars annually, would be similar to a contract already awarded to provide the same service for the Saudi Army.

Despite the attention that military-related programs are now receiving, a substantial program of development expenditures is continuing. Meanwhile, government economic planning in order to diversify the economy, accelerate economic growth, and establish investment priorities is increasing markedly. Saudi Arabia's first five-year plan will be ready when the next fiscal year begins in September.



LIBERAL TRADE POLICIES and new development projects should help keep Saudi Arabia's imports on the rise this year. Above, merchant ships from around the world tie up at the port of Jedda.

There are increasing pressures both from within the Government and from the business community that development investments be accelerated despite increased defense expenditures and the payment of continued costly external subsidies. As a result, the Saudi Arabian Government may be on the verge of a major change in economic policy. Previously, development expenditures have been financed from government current revenues. It now appears almost certain that Saudi Arabia will begin to finance some development expenditures through medium and long-term borrowing.

Saudi Arabia's large foreign exchange earnings from the petroleum sector indicate that it probably will be successful in obtaining necessary foreign credits. American companies selling services and equipment for development projects will have an advantage if their proposals include possible sources of financing.

Apart from the projects already enumerated above, there are many projects in the public and private sectors which may be started in coming months. Plans are moving ahead for a $24 million plant at Abqaiq to produce 550 tons a day of sulfur from natural gas, a $55 million project to expand the Jidda refinery and to build a refinery in Riyadh, an $18 million expansion of the Dhahran Petroleum College, a $22 million project to build flour milling facilities and grain silos in Jidda and Damman, a $35 million expansion of the Damman port for eight new berthing facilities, and a $50 to $70 million telecommunications network including earth stations.

Smaller projects hold promise

There are also many smaller projects either planned or getting under way such as new highway links, the Jidda lube blending plant, improving secondary airports, maintaining telecommunication and telephone systems, and municipal programs for water distribution, sewage, and street paving. Most of these projects offer opportunities for the sale of U.S. equipment and services.

In summary, the economic outlook in Saudi Arabia justifies greater efforts by U.S. firms selling equipment and services. Our competitors are making substantial efforts to gain a greater share of the Saudi market. Intensification of present sales efforts, personal visits by top level American executives, more flexible credit policies, more effective support of local distributors and agents, and the early development of information on trade opportunities will all be required to maintain or expand the U.S. share of this important market.

XUM

Swiss economy ticks along

Kennedy Round cuts implemented early to lower import costs in anti-inflation move

High levels of world trade, inflationary tendencies abroad, and rising domestic demand are fueling Swiss economic expansion, according to the U.S. Embassy in Bern.

The present upswing brought about a 7.9% increase in GNP in 1969 with, according to most recent estimates, a real increase of 5.2%. Foreign demand for Swiss goods and services increased by 12%. A 6% increase in domestic investments stimulated domestic demand to rise by 5%. Both private and public consumption grew by 4%.

Industrial production rose by 11% in 1969, largely in the export-oriented industries. Production of chemicals rose by 25% and metal processing by 18%. Machinery and equipment, graphic trades, and leather and rubber industries also showed significant production increases, while growth in the watch and paper industries was not as great. Investment in new plants and capital equipment brought forth a high level of business activity.

New orders continued to increase during the last part of 1969, with demand exceeding industrial capacity. Increased activity was reflected in order backlogs, low inventories, and delivery delays. There was, however, a slowdown in new orders in a few branches in early 1970. Although the economy continues operating at near full capacity, it is hampered by rising material and wage costs in some industries.

Prices still stable

Strong foreign demand continued to stimulate an increase in exports, with the rate of increase leveling off to 10% during March. Exports to the EEC area grew, particularly to West Germany, stimulated by revaluation of the German Mark. Under the impetus of domestic demand, imports have been outstripping exports and are expected to increase even further during 1970. The increase has been largely in industrial raw materials, semi-finished products, consumer items, and investment goods. By March the rate of increase in imports was 27% higher than the same period of the previous year.

U.S. share in steep upturn

The expected rise in merchandise imports this year provides excellent opportunities for U.S. exports of capital and consumer goods. Although the U.S. share of the Swiss market declined in 1969, U.S. exports increased by 11% and in early 1970 began climbing steeply (partly due to aircraft and nuclear power reactor components) to capture a larger share of the market.

U.S. exports to Switzerland in the first quarter of 1970 totaled $139.4 million compared with $82.7 million for the same period of 1969, or an increased share of the market of 9.3% compared to 7.1% for the same period in 1969. Prospective aircraft purchases in the United States by Swissair should continue to boost exports. Marketing potential remains high for heavy duty road vehicles and parts and for technologically-advanced products such as electronic equipment and components.

Reduction of the foreign labor component of the labor force will compel further rationalization of industry to sustain productivity gains. Opportunities for U.S. exports in labor-saving machinery and equipment should increase as industries seek to automate. Increasing Swiss concern with environmental pollution and plans to introduce new federal regulations on air pollution, noise abatement, and further controls on water pollution provide excellent long-range sales opportunities for U.S. technologically advanced equipment and instruments.

In view of the tightened availability of domestic credit, flexibility in credit terms by U.S. exporters will assume increasing importance. Credit difficulties may face domestic producers and firms with promising production and/or sales opportunities and the new EXIMBANK programs, including Eximbank participation in direct financing, should be of interest to suppliers of U.S. products and services in financing exports. New Eximbank underwriting of leasing arrangements can be also of use to consortiums involving U.S. and Swiss firms.

U.S. firms in Switzerland

The effect of the foreign labor restrictions on operations of U.S. branches or subsidiaries established in Switzerland or those firms wishing to establish in Switzerland is still unclear. Firms utilizing a high component of non-American foreign labor will find increasing competition, and increasing difficulty may be encountered by those firms attempting to replace turnover of non-Swiss labor. The new restrictions, however, envisage establishment in certain cases of new firms utilizing highly trained management personnel.

Retail prices have not yet been affected by the economic upsurge which in late 1969 was reflected in a rise in wholesale prices with most of the increase coming from imported materials and growing construction costs. By February the wholesale price index had risen by 4.5% over the previous year and the cost of living index by 2.1%.

Despite relative price stability in the past, consumer price increases in the range of 4-6% are expected during 1970. Lagged effects of revaluation of the German Mark may exert upward pressure on prices. The government's current anti-inflation program, however, is directed in part to minimizing price increases as far as possible.

Private consumption of goods and services, which was weak in the earlier part of 1969, increased strongly during the latter part of the year. Retail sales were 8% higher than the past year, indicating an increase in consumer expenditures considerably above the increase in the cost

Best sales categories for U.S.

The following categories offer the most promise for U.S. exporters to Switzerland: food specialties, canned and frozen fruits, vegetables and foods; luxury apparel; industrial chemicals and plastics, drugs, detergents, toiletries, paints; hardware items, do-it-yourself tools, gardening aids, novelty housewares; pollution control and noise abatement equipment, special industry machinery, pumps, advanced materials handling machinery, electronic data processing equipment; industrial controls, electronic components and accessories; measuring, testing and control instruments, advanced medical instruments; sporting goods, consumer novelties.

of living index. Increased private demand and consumption was also reflected in a 22% rise in imports of consumer goods and increased purchases of consumer durables. High personal incomes should sustain a high level of consumption during this year, with some braking coming from the institution of stricter installment purchasing terms.

Expenditures by the Federal Government, cantons, and other public authorities grew by 9% in 1969, largely due to a higher level of appropriations. Planned budgetary cuts should slow down the increase in federal spending.

Building and construction picked up during the last part of 1969. Reacting to the economic upswing, total gross fixed asset formation increased by 11% in 1969. Investment in building and construction rose by 12% and in machinery and equipment by 10%.

More monetary restraints

As a means of containing inflationary trends, and in lieu of revaluation of the Swiss franc, further anti-cyclical measures were applied by Swiss authorities in the Spring of 1970. In the framework of the Agreement concluded last fall between the National Bank and the Association of Swiss Bankers, through which increases in credit were limited, a further tightening of credit was instituted in February with a 15% reduction in the ceiling to be applicable for one year. The new effective limit is now 8.3%.

Coupled with the late 1969 increase in the National Bank rediscount rate and various commercial banking rates, credit restrictions have already tightened money markets. However, their full effect in reducing liquidity is expected to be felt later, particularly since outstanding credit obligations of the commercial banks stand at 12%.

Supplementing monetary measures, the Federal Council, whose policy instruments are limited, announced on Mar. 1 an anti-inflationary program to take effect immediately. The program features: implementation of the full Kennedy Round tariff reductions in order to lower the cost of imported items; reduction of export guarantees by 5%; stricter terms on installment purchasing; and reduction of planned federal budgetary expenditures, including deferral of new federal construction and directing public procurement of goods and services abroad.

A controversial export deposit scheme which required legislative approval was returned by the Federal Assembly to the Federal Council, where it is being reviewed.

High levels of employment with tight conditions in the labor market continued through the early part of 1970. As usual, the labor picture was almost free of disputes. Registered unemployed remained at its customary low seasonal level of 247 in February, while the number of vacancies stood at 4,451. Despite the economic expansion and competition among industries in the labor market, wage levels rose at their customary rate. Average hourly wage rates increased by 6% between October 1968-69, with the same increase in average monthly wages during that period.

Influx of workers

Since the domestic supply of labor is fixed, any increase in the labor force or rise in employment has been due to immigration, which in 1969 accounted for an increase of almost 2%. The increasing number of foreign nationals employed in Switzerland, which is now in excess of 30% of the total Swiss labor force, has brought about sociological and political implications.

Therefore, new foreign labor restrictions promulgated in March are designed to stabilize the number of resident foreign workers at its present level through cutting down immigration. Approximately 75,000-80,000 foreign workers employed by industry (excluding construction and other branches) leave Switzerland annually and the new regulations, in effect, permit only partial replacement, at a level of 40,000 per year. In addition, the new regulations retain absolute quotas on other specific types of employment for foreign workers.

The new regulations will bring intensified competition among firms for the smaller contingent of available foreign labor and can be expected to exert upward pressure on wage levels. Also pushing up wage levels is a new general contract in the construction industry calling for an 8% increase.

Trade deficit likely

The sustained increase in the rate of imports over exports projects a continuation of the deficit in the merchandise account which amounted to $634 million in 1969. By March, imports stood at $540.6 million and exports at $422.8 million. The increase in the value of imports is partially ascribed to unfavorable terms of trade for Switzerland and to an increase in the price of raw materials required for industry.

Despite the trade deficit, an increase in income from tourism and assets held abroad in 1969 brought about a current account surplus estimated at $465 million in 1969. Foreign exchange reserves increased only slightly. Thus capital exports more than offset the inflow of capital. The prospect of an increased deficit in merchandise trade in 1970 may be expected, however, to wipe out the current account surplus.

INCREASING TOURIST INCOME helped Switzerland overcome a $634 million trade deficit in 1969 and record a payments surplus of $465 million. Visitors can reach Muerren, above, only by cable car.

Money markets were tight in early 1970 in comparison to the same period of 1969. National Bank swap transactions together with the Banks' restrictive credit policies limited market liquidity. In the Swiss capital markets, new issues by Swiss borrowers during the first two months of 1970 doubled in comparison to early 1969. Due to higher interest rates, issue prices had to be lowered. On the other hand, foreign bond issues declined to one third of their previous level during the same period. Total net borrowing on the Swiss capital market had slightly increased in 1969.

Despite the slight increase in the Swiss rate structure beginning in late 1969, the overall level of Swiss rates is still below that of other European countries. Therefore, the recent downward trends in Euromarket rates and U.S. prime rates have not had an appreciable effect on the Swiss finance market.

Heretofore, high rates in foreign money and capital markets have attracted considerable Swiss domestic funds which otherwise might have stimulated an excessive domestic expansion. Any further narrowing, though, of the margin between Euro and Swiss rates could well threaten repatriation of Swiss capital, thereby expanding domestic liquidity and endangering the government's anti-inflation program.

XUM

Report describes Ghana's market for U.S. products, which now make up 20% of total imports

Penetration of market aided by U.S. Government programs; current best sellers and items with top prospects are listed

U.S. trade with Ghana has risen substantially in the last four years. The U.S. share of the market, which had averaged about 8% of imports in the period 1962-65, rose to nearly 17% in 1966. The trend has been maintained as the United States provided about a fifth of Ghana's imports in 1968 and 1969.

To assist American business in taking advantage of the current penetration of the Ghanaian market spearheaded by U.S. Government-financed exports, the Department of Commerce has prepared a 103-page country market survey. In successive chapters, this survey presents the characteristics of the Ghanaian market, analyzes the opportunities for U.S. exporters in industrial supplies, capital equipment, foodstuffs and consumer goods and, in a final chapter, summarizes Ghanaian import policy and regulations.

The appendix provides many details on doing business in Ghana, including banking facilities, the addresses of the Chamber of Commerce and trade associations, American subsidiaries and affiliates in Ghana, as well as a list of holidays.

The increasing penetration of the market provides a focus on U.S. products and accustoms Ghanaian and expatriate businessmen to doing business with the United States. However, a large proportion of the trade has been due to temporary factors such as imports of U.S. machinery financed by the Export-Import Bank for the 100%-U.S.-owned Kaiser-Reynolds VALCO aluminum smelter, alumina imports for this smelter, and U.S. Government-funded aid programs, including PL-480 and an AID Commodity Import Program.

In comparison with the $62.1 million worth of goods imported from the United States by Ghana in 1969, purchases of alumina represented 17% ($10.8 million), the PL-480 program established for 1969 amounted to 29% ($18 million), and letters of credit opened under the AID-financed Commodity Import Program totaled 28% ($17.4 million). These three items accounted for 75% of the value of Ghanaian imports from the United States.

Commodities included in the PL-480 program for Ghana have included inedible tallow, wheat, wheat flour, cotton, cotton grey cloth, and non-fat dry milk. Rice was previously included under PL-480, but now U.S. suppliers provide almost all of Ghana's rice imports on a commercial basis.

The following illustrate the variety of industrial and processed material now being sold to Ghana under the Commodity Import Program: letters of credit, each amounting to over a million dollars, have been issued for petroleum and petroleum products, rubber tires and tubes, track laying tractors, excavating, mining, construction and maintenance equipment, lifting and loading equipment and spare parts. Goods covered by letters of credit in the value range of $100,000 to $1 million include fabrics of man-made fibers, outboard motors and parts, heating and cooling equipment, communications equipment, electrical and hand tools and parts, gasoline and diesel tracks, grain processing and storage facilities. Letters of credit have also been issued for a wide variety of other products in amounts totaling less than $100,000.

Loan will help U.S. exports

The negotiation of a new loan amounting to $15 million was announced by Secretary of State Rogers in Accra during his February visit. This will provide further opportunities for entry of U.S. business into the Ghanaian market, a penetration which must be expanded if the United States is to maintain its current share of the Ghanaian import market without being dependent on U.S. Government-financed exports.

The Ghanaian Government is committed to a policy of multilateral trading, moving away from bilateralism. This is reflected in the variety of sources of supply. The U.K. share of the markets has remained a static 30%. After the United States with 20%, follow West Germany with 11%, Japan 5% and Netherlands 4%. The share of the Communist countries has dropped to 6% from the highs of 15-26% of the mid 60's.

In the foreseeable future, the best market in Ghana is for industrial supplies and equipment to increase utilization of Ghana's domestic manufacturing capacity. The share of imported consumer goods fell from 50% in 1959 to 33% of total imports in 1967. This decline reflects the strict controls on consumer goods imposed by Ghana since 1961. Imports are now generally being held to the lowest levels compatible with ensuring essential new materials and replacement parts and adequate food supplies. The market survey points out that future import levels will tend to be more directly related to changes in the country's balance of payments situation than to the usual determinants of national income and prices.

The manufacturing sector is small, but several industries such as textiles, footwear and other wearing apparel, made-up textile goods, paper and paper products, basic metal industries and food manufactures (excluding beverages), have shown substantial growth. In recent years the index of industrial production has shown a steady rise. Ghanaian Government policy has been to ration scarce foreign exchange primarily for industrial supplies.

The outlook is favorable for expanded U.S. sales of inorganic chemicals. The country relies on imports to provide all its domestic needs and there is strong emphasis on expanding local industries using chemical elements and compounds such as those in soapmaking, oil refining, textiles and other manufacturing.

A similar favorable outlook obtains for plastics, pesticides, explosives, leather cut stock and glass containers. Prospects are good for increased Ghanaian imports of kraft paper for some time, with the U.S. ability to maintain its role as a leading supplier dependent on price competitiveness. Corrugated paper and paper board are in growing demand in Ghana. Corrugated materials of U.S. origin are being introduced into Ghana under the AID Commodity Import Loan.

The accelerated capital formation program pursued by the government prior to 1966 resulted in severe balance of payment difficulties. Capital investment could not be fully utilized for lack of foreign exchange for raw materials and spare parts. Despite the current austerity program, substantial amounts of capital equipment must still be imported. An expanded program of capital formation probably will not occur, however, until the government is financially able to undertake a more comprehensive development program, which is under preparation. The successful marketing of capital goods in Ghana depends

heavily in most cases and, in some instances entirely, on the availability of adequate maintenance and repair facilities. No machinery or equipment is produced or assembled in Ghana.

Opportunities are present in the marketing of electrical, communications, construction and agricultural equipment. Best prospects are in refrigeration and cooling equipment and non-electric engines (especially marine engines). The United States is the leading supplier of air conditioning but faces increasing competition, especially from Italy.

With the continued expansion of the Ghanaian economy, there should be a steady demand for earthmoving equipment; the United States is currently predominant in the Ghanaian market for bulldozer tractors. Promising opportunities also are present in metalworking machinery, although the market is highly competitive. The 1967 Trade and Investment Mission found that one of Ghana's most critical needs is increased numbers of properly-equipped machine shops.

The United States has also done well in electric machinery and switchgear, supplying 24% of 1967 imports totaling $2 million.

Telecommunications equipment is a major capital goods import into Ghana, but the U.S. share has been low. However, the possibilities of U.S. exports should increase, especially since AID is undertaking a comprehensive study in the field of communications which will analyze and predict Ghana's telecommunications requirements for the next decade.

Imports of agricultural machinery represent a promising market in view of Ghanaian programs of diversification and expansion. However, shipment of tractors directly from the United States has declined in recent years, and replacement has been from U.S. subsidiary sources. As a result of AID financing, direct shipment of tractors from the United States should expand.

U.S. export possibilities to Ghana of transport equipment and building materials present a mixed picture. Expansion, as well as maintenance, of both the rail and highway systems is underway. AID made a survey of Ghana's transportation requirements in 1966.

The best opportunities for U.S. products are for buses and, particularly, chassis. The market for trucks is good, but the relative expensiveness and high fuel consumption of U.S. vehicles are factors that have to be overcome. The Ghana Government will continue to give top priority to spare parts for transport and road construction equipment, and the United States can share a substantial part of this market. The U.S. is one of the major suppliers of lubricating oils and grease, and might supply electric locomotives for the Ghana Railways rehabilitation program, but Ghanaian efforts to standardize equipment present a significant obstacle.

Efforts to minimize the foreign exchange cost of construction can be expected to intensify. However, asbestos tiles represent the exception to this trend. Iron and steel products for the building industry, as well as locks and hardware, also afford sales possibilities.

Full report available

This article is based on a new 103-page publication issued as part of the Commerce Department's International Marketing Information Service. Titled *Country Market Survey: Ghana*, the report is available for $1.25 (prepayment required) from any of the Department of Commerce's field offices; the Sales and Distribution Branch, Department of Commerce, Washington, D.C. 20230; or from the Superintendent of Documents, U.S. Government Printing Office, Washington, D.C. 20402.

Consumer goods, foodstuffs

A firsthand look at the Ghanaian market and discussions with businessmen who have had extensive experience in the country are very desirable for the prospective American exporter, particularly in the sale of foodstuffs and consumer items. The inherent conservatism of the Ghanaian consumer could be a valuable asset to a supplier in the market who has established brand loyalty. Samples appear to be the best way of introducing foodstuffs and consumer food items, while the AID program offers the American exporter the opportunity to introduce machinery transport equipment and raw materials for Ghanaian industry. Factors affecting consumer preference also include the price/quality ratio, prestige—for example, air conditioning in offices, stores and banks—and packaging.

Food and beverage imports generally are restricted if they compete with local production or if they are non-essential or luxury items. Essential foodstuffs such as sugar, rice and milk, are generally on open general license (OGL), or subject to zero or low customs duties.

Wheat and rice account for the largest share of Ghana's food imports. The United States is almost the exclusive foreign supplier of rice, providing over 99% of Ghana's imports and a substantial share of wheat. The outlook is good for shipments of rice for some time to come, with similar prospects for wheat. Future sales are expected to shift to wheat grain from wheat flour. Canned goods, including fish, have a definite, though limited, market. The frozen food outlook is not promising, since home refrigerators are not widespread.

Current restrictions on consumer imports could work to the advantage of the United States when the situation eases, if U.S. suppliers can capture a share of the market before previous brand loyalties reestablish themselves.

In many instances, local manufacture limits import possibilities. This is the case in cotton textiles, footwear, soap and cosmetics. Possibilities exist, however, for supplying raw materials and machinery to those industries.

The pharmaceuticals market should expand in line with government emphasis on improved health conditions.

In similar fashion, there is an excellent market in Ghana for books and pamphlets, but U.S. publications are considered high-priced, and more sales representatives and agents will be needed.

Ghanaian importation of consumer durables has fallen off considerably from past levels as a result of import restrictions. Potential value of imports could be considerable when import restrictions are relaxed, especially if Ghana's huge supply of electricity is made available to the public at low cost.

Ghana has a strong potential for long-run economic growth. It has a well-developed economic infrastructure and enjoys rich natural resources. Ghana's impressive self-discipline in the past few years has restored basic equilibrium, but the carrying charges for the external debts developed by the previous regime continue to diminish resources available for development and are the major cause of Ghana's extensive system of import controls. These include the 180-day supplier credit requirement in addition to foreign exchange and import licensing.

Ghana has enjoyed a rising GNP which reached $2.2 billion in 1969 yielding a per capita income of $244. Provisional trade figures through November showed a near balance between exports at $317 million and imports of $319 million. The cocoa crop which makes up 60-70% of Ghanaian exports rose to 400,000 tons in 1969 from 336,000 tons in 1968.

Ghana has a natural resource base which can support increasing economic growth and, consequently, an expanding market for American products. The market survey concludes that competitive American products introduced now, whether through government-financed programs or otherwise, can obtain a favorable base leading to strong market positions in the future.

XUM

Tourist-oriented Barbados feels impact of foreign economic slumps; expanding U.S. trade role seen

Island nation remains one of the most attractive developing economies for trade, investment; has openings for small plants

The Government of Barbados, in company with other Caribbean States and non-independent units, for the past several years has increasingly concerned itself over the possible entry of the United Kingdom into the European Common Market, and the possible loss of its preferred position in selling sugar at a guaranteed price to the United Kingdom.

In 1969, these Governments, including Barbados, were reminded that tourism, while it is the fastest-growing sector of the economy, is not immune to a slowdown abroad. This is one of the conclusions of the Economic Trends Report from the U.S. Embassy in Bridgetown.

Trade with U.S. grows

Although 1969 trade figures are not available, it seems certain that the trend toward greater trade with the United States has continued. Between 1964 and 1968, imports from the Commonwealth increased by 40% but imports from North America, mainly the United States, increased 90% despite the Commonwealth Preference system which imposes higher discriminatory duties on imports from non-Commonwealth countries.

The import figures are somewhat deceiving since a certain percentage of imports from Commonwealth countries are the products of U.S.-owned firms. For example, it is virtually impossible to sell cars manufactured in the United States because of the high (50.8%) duty, but automobiles from Commonwealth plants controlled by General Motors, Ford and Chrysler are sold widely. The same applies to a large number of food items produced mainly in U.S.-controlled plants in Canada.

Through its recent membership in the Organization of American States and the Inter-American Development Bank, Barbados is becoming increasingly aware of trade and investment opportunities with the United States and Latin America. Although these opportunities should not be overemphasized, there is a gradual widening of the Barbadian commercial horizon which, for centuries, was focused almost exclusively on the United Kingdom.

Barbados should continue to attract U.S. investors interested in setting up small plants to produce for the U.S. market. However, there are growing indications that Barbadians will begin to demand a share in new investments, even though no law now exists to require such participation. The Attorney General has been quoted as saying, "the time has got to come when it will be necessary to insist that companies wishing to invest in Barbados allow the Government a number of shares."

The U.S. Embassy believes that American companies in the future will have to have Barbadians on their local Board of Directors, and issue stock that can be traded locally. Two of the more progressive U.S. firms have taken the first step but none the second. The first U.S. firm that issues local stock should have the gesture amply repaid in publicity and goodwill.

Good market for U.S.

Although the population is likely to remain relatively stable, the growing number of affluent tourists will continue to make the Barbadian market more attractive than mere census and per capita income figures suggest. Moreover, Barbados serves as an entry into the markets of the Leeward and Windward Islands, since a number of wholesale and retail firms here have either branches or agents in the other islands. U.S. traders interested in a small but stable market with good credit practices will do well to explore the Barbadian market.

While it is too early to be precise, it seems certain that tourism will increase at a much slower rate in 1970, and may in fact reach only the level of 1969. Despite a reported fall-off in tourism in other areas of the Caribbean in the first three months of 1970, tourist arrivals in Barbados were slightly ahead of the same period in 1969. The fall-off is expected to come in the off-season (Apr. 15-Dec. 15), traditionally a slow time.

Nevertheless, this fall-off is seen as a strictly temporary phenomena which will disappear as soon as business conditions in North America become less stringent.

This year's sugar production will be substantially higher than last year's and will offset in part any decline in receipts from tourism.

At the same time, the favorable factors making Barbados one of the most advanced developing countries, and an attractive one for foreign investment, continue to operate. These include a stable, honest Government committed to a market economy, a political opposition with similar economic views, a highly literate, healthy population, a well-developed and maintained infrastructure, an assured market in the United Kingdom for the major export (sugar) at a premium price, and a rapidly expanding tourist industry which proved a growing source of hard currency (U.S. and Canadian) income.

Linked with Sterling

The currency is stable and the rate of inflation is modest. The East Caribbean currency, commonly known as the "Beewee", and used in Barbados and the Windward and Leeward Islands, is tied to Sterling. Although Barbados has announced that it will form its own central bank soon, the currency will probably continue to be linked by Sterling and subject to devaluation should Sterling be devalued.

Earnings from tourism in 1968 were estimated at $18.27 million and from sugar exports at $13.75 million. These figures indicate the importance of tourism to the economy in Barbados. Earnings from both tourism and sugar exports are likely to be up again in 1969, but the gap between the two will widen. In 1970 earnings from tourism should remain constant or increase only slightly, while earnings from sugar exports will increase since the 1970 crop is larger than the 1969 and 1968 crops.

Nevertheless, it is generally accepted that Barbados cannot expect to raise an average of much more than 175,000 tons of sugar cane a year, and it is generally believed that tourism, once the present recession is over, will again grow at the rate of 10-15% a year for at least the next five years. Past statistics are impressive; the number of tourist arrivals doubled between 1964 and 1968, and the number of American visitors doubled between 1966 and 1968.

The Barbados Tourist Board is making a major promotion to attract off-season visitors, since hotel space in the winter

season is pre-sold from year to year. Tourism earnings are concentrated in the winter months when rates are highest and are likely to continue so since summer rates are half of winter rates. While there is a continuing public debate about the need to reduce hotel rates during the season, the hotel industry has no incentive to do so as long as they are fully booked.

Approximately 200 new hotel rooms have been built within the past year and two American chains (Howard Johnson and Holiday Inns) have plans to build in the near future. Yet the hotel industry continues to be dominated by British and Canadian capital in the luxury and first class hotels, while Barbadians control the older hotels, guest houses and apartments.

If Barbadians, Canadians and British are heavily invested in hotels, Americans dominate investment in light industry for export. Indeed until this year, when a Canadian firm began making ice hockey gloves in Barbados, U.S. citizens were the only foreigners to invest in industries to export outside the Caribbean.

Within the last 12 months, 11 firms have been opened or bought by American interests. This is an expansion at a very high rate, since the total number of U.S. controlled firms is only twenty-nine. One U.S. firm (electronic components), has been bought by a British firm, one (shoes) failed and a third (fiberglass boats) has become inactive because of a legal dispute among heirs to the business. In addition, there have been a number of other new plants opened by Canadian and West Indian investors.

It seems unlikely that this high rate of investment will continue, but U.S. investors will continue to come to Barbados because of the tax and customs incentives, and low wage rates. Three U.S. established firms have failed but the failures were due to internal problems, not external pressures in Barbados.

Despite these new light industries, unemployment remains around 10-13% and is particularly high among young men, since most new factory jobs are filled by women.

The Caribbean Free Trade Area (CARIFTA), of which Barbados is a founding member, has continued to provide an expanding market for Barbadian manufacturers and is an important source of imports. Exports to the area increased in value from $5.15 million in 1967 to $5.9 million in 1968. Imports to Barbados from the other CARIFTA members jumped in value from $6.7 million in 1967 to $8.6 million in 1968. Trinidad and Tobago is Barbados' most important trading partner, and supplied much of the increase in 1968 imports.

U.S. trade expected to play larger role in French Antilles economy; investment interest also rising

However, three departments remain overwhelmingly dependent on France; industrial drive, tourism offer top prospects

The economy of the French Antilles and French Guiana continues to be overwhelmingly dependent upon heavy spending by the French Government.

In pursuing its goal of bringing them up to the economic level of their metropolitan counterparts, the Government is spending relatively a great deal more money on these departments than it does in continental France. The net balance between central government expenditures and receipts for the three departments was $195 million in 1968, according to the Economic Trends Report from the U.S. Consulate in Martinique.

This sum reflects the expense of administering these territories, including payment of social security and other welfare benefits, expenses for the French space center in Guiana, and the heavy investments being made directly or through government loans and grants to build up the infrastructure and provide the inhabitants with the benefits of an industrial state.

Additional assistance comes to the local economies from the European Development Fund and the existence of a protected European market for sugar and a protected French market for bananas.

French aid is dropping

French Government spending for both operations and investment had been rising steadily in the past few years. In 1969, however, spending for new investments leveled off, and it is expected to decline by about 15% in 1970. This represents, for the Antilles, less than 20% of total government expenditures however, and the operating expenses continue to grow with the population.

The volume of imports into Martinique and Guadeloupe has been increasing by about 10% per year, while imports into French Guiana have had an even more rapid rise as a result of the demands of the Kourou Space Center. The increasing population, continuing French Government expenditures, and the beginning steps toward industrialization in these three departments of France should result in a steadily growing demand for consumer goods, appliances and mechanical equipment.

In addition, the hotel construction program will undoubtedly offer increased possibilities for U.S. building supplies, particularly aluminum products and air conditioning equipment, which are already selling well on the local markets.

Being integral parts of France, these departments impose no duties on imports from France or its Common Market partners, thus putting the United States and other third countries at a disadvantage, which is aggravated by high freight rates and irregularity of shipments for imports from the United States. The gradual elimination of tariffs within the Common Market was in past years reflected in a relative drop in imports from the United States, particularly in the automotive field.

However, the U.S. has maintained its position as the second supplier of these departments, after France itself. In 1969 the importation of U.S. goods was made more difficult by the imposition of exchange controls. American machinery of all kinds continues to be in demand, as well as paper for the two International Paper Co. plants in Martinique and Guadeloupe, shrimp from U.S. boats for the American-owned freezing plants in Guiana, foodstuffs, and automotive and boating equipment. Other U.S. products which could sell would be synthetic fibers, toys and indoor games, electrical components, and all types of fixtures and gadgets.

Certain products are exempt from internal taxes, as distinct from tariff duties, normally levied on imports as well as French and local goods. These include foodstuffs, building materials, fertilizer, and industrial and agricultural equipment.

The likelihood for increasing foreign investment seems reasonably bright, particularly as long as the present departmental status of the French Antilles and Guiana is maintained. The French administration provides many advantages,

XUM

Door is opening to U.S. capital

There has been practically no non-French capital coming into the French West Indies with the exception of the shrimp industry in French Guiana and a few very small businesses. This situation resulted from several factors: the exclusiveness of the departments' traditional family businesses; apparent French reluctance to accept outside investments; and the limited possibilities for profitable investment.

It has now been realized, even in official circles, that high levels of government spending and local resources cannot provide the capital necessary for industrial growth and that outside participation must therefore be obtained. It was hoped at one time that metropolitan France might supply the needed capital but as it has become evident that this will not be forthcoming, U.S. and Canadian capital have now become welcome.

The first examples of this opening door were the two U.S. shrimp processing centers in French Guiana and the International Paper Company plants in Martinique and Guadeloupe. More recently, the emphasis on hotel construction has attracted increasing American and Canadian interest. The industrial projects discussed above are other examples.

in the way of tax exemptions and government loans, in order to encourage such investments. However, the implementation of these beneficial meaures is often extremely slow.

Martinique and Guadeloupe produce tropical products, sugar and bananas, but are obliged to pay European wages and fringe benefits. Labor costs, which have been gradually and deliberately raised over the years, took a sharp jump in 1968.

Although two-thirds of the French market is reserved for French Antillan bananas, the French Government deliberately keeps the prices low as it is the only fruit included in the official cost of living index. An over-supply allowed into France brought about a drop in price in late 1968 but the price increased throughout 1969 making up for a lower level of exports. The banana planters of Guadeloupe remain heavily in debt to the banks and chemical suppliers.

Hurricane damage and unfavorable weather have handicapped agricultural output particularly for sugar, the production of which has decreased sharply in spite of the high guaranteed European price. Production of bananas is limited by the size of the market and can only increase if French consumption does under the present system. A third crop in Martinique, pineapples, developed satisfactorily for a few years but is now running into difficulties. Government subsidies of one kind or another usually represent the difference between profit and loss for all three crops.

Prospects for the main crops are not bright. For sugar they will depend on the industry's ability to reorganize and mechanize in order to hold costs below the guaranteed European price. The Government is trying to encourage a single milling corporation in Martinique, combining the present five mills. For bananas, decisions in Paris concerning access to the French market and price will be the determining factor, unless this fruit is integrated into the Common Market's agricultural program and granted Europe-wide preference. The French authorities also hope to encourage the cultivation in these islands of high-priced green produce for the European winter market.

Industrialization picking up

Several projects have been recently completed, are under construction, or in the planning stages, which will increase the industrial plant of these departments.

In Martinique construction is under way on an oil refinery which will process 600,000 tons of crude oil a year. Half-owned by the American companies Esso, Texaco and Shell, it is scheduled to begin production at the end of 1970. Ground has been broken for a fertilizer plant in which the controlling interest is held by the Sunray DX Company of Tulsa, Oklahoma. It is scheduled to begin production in late 1971 and it is planned to eventually expand production to include insecticides and pesticides. A cement plant is also scheduled for construction later this year.

In Guadeloupe, 1969 saw the opening of a brewery, a new water bottling plant, and the expansion of a concrete construction plant. Projects in various stages of planning or preparation are a plant to construct paneling from sugarcane waste (with American capital), a clinker grinding plant for cement, a flour mill, an animal feed mill, a margarine producing establishment, and a petroleum products depot.

In both Martinique and Guadeloupe research is proceeding to discover if geothermic resources can be adapted to the production of electricity.

In French Guiana an agreement has been reached to permit exploitation of a bauxite deposit by a Franco-American company and for its processing by Alcoa's plant in Surinam. This should make up for the reduced Government spending brought about by the completion of the space center, and a slowdown in the lumber industry.

All these projects are not labor intensive and will not do much to solve the existing unemployment problems in the Antilles, particularly as they call largely for technical personnel, which are hard to find in these islands.

Growth in the tourist industry offers one of the best potentials for the future economic development of the French Antilles. Tourism is relatively more important in that the number of jobs created for the amount of investment is greater than in the more technical industries, the rule of thumb being that each hotel room creates 2½ to 3 jobs.

Despite the high valuation placed on this resource the authorities in Guadeloupe and Martinique were not able to bring about the construction of the 2,000 new hotel rooms projected for each island during the period 1966 through 1970. A further goal proposed by a newly created Tourism Commission is a total of 9,000 tourist rooms in each by 1985, but this has not yet been adopted as official Government policy.

Although these goals have not been reached local authorities consider 1969 to have been a banner year, for such prestigious names as Hilton, Club Mediterranee (in collaboration with American Express) and Intercontinental Hotels began operations.

The Tourism Commission wishes to diversify the style of tourism available in these islands by having moderate, more traditionally native facilities as well as the more typical priced Caribbean resort hotels. It thereby hopes to attract more European clientele and off season tourists in addition to the North American winter visitors.

Although unemployment figures are not available, the U.S. Consulate estimates that around 25% of the effective work force in Martinique and Guadeloupe is either unemployed or seriously underemployed. In spite of this, there is general reluctance to accept seasonal agricultural or other menial employment, and owners of large cane plantations and sugar mills are regularly obliged to import the labor necessary for the harvest. Even the most optimistic projections do not expect expansion of the private economy to fill present and future employment needs.

Five Andean nations establish minimum external tariff

Move represents first step toward common external tariff

In what represents the first step toward implementation of a common external tariff, the Andean Group nations have established a minimum common external tariff to apply to tariff items that are imported into the Andean region (includes Bolivia, Chile, Colombia, Ecuador and Peru).

The products affected are those now included in the LAFTA Common List. Those Andean nations whose tariffs are lower on these items will now have to raise them to the new minimum level, but those whose tariffs are higher on these items are not affected for the time being.

Among products affected by the newly established minimum tariff (in parentheses) are the following products: oats (5-15%), crude tung oil (15%), purified or refined tung and palm oil (20%), bentonite (10%), kaolin (10%), selenium (15%), tellurium (15%), tripolyphosphate of sodium (40%), menthol (25%), tetraethyl-lead (20%), hydroxycorticosterone (hydrocortisone) (5%), acetate of desoxicorticosterone (5%), acetate of chloroprednisone (5%), sodium nitrate (5%), sodium potassium nitrate (5%);

Oils, citronella and petitgrain (20%), insecticides based on pyrethrum (50%), wood pulp sulphate, unbleached, or bleached (25%), copper, electrolytic, in all forms, except wire bars and shot (10%), wire bars (10%), copper shot (10%), bismuth and cadmium (10%), machinery for grading and separating flour and other products of the breadgrain milling industry (15%), sewing machinery, for industrial use only (15%);

Radial drilling and boring machines for boring over 55 mm. diameter in steel and over 65 mm. diameter in cast iron, with effective distance from column to center of spindle, over 1600 mm. (15%), turret, and horizontal lathes (universal) (25%), vertical lathes (15%), pneumatic-hydraulic apparatus and its electrical controls, used solely to automate machinery, apparatus and mechanical devices (15%), motor-driven chain saws and motor-driven rip saws (15%), proportioning machines (batchers) for molten glass (15%), automatic valves and their electrical controls, used solely to automate plant, machinery, apparatus and mechanical devices (15%), TV picture tubes, color (15%), and graphite carbon electrodes for electric furnaces (15%).

The new minimum common external tariff was promulgated in Decision No. 12 of the Andean Commission. A copy of the complete list of the products in this new schedule of minimum rates may be obtained upon request to the American Republics Division, BIC, U.S. Department of Commerce, Washington, D.C. 20230. An article on the Andean free list was published in INTERNATIONAL COMMERCE on May 4.

Bank Group aids Malaysia, Colombia and Kenya projects

Units of the World Bank Group have committed more than $66 million to development projects in Colombia, Malaysia and Kenya. Imported goods and services which are paid for with World Bank funds must be procured through international competitive bidding.

The World Bank has approved two loans totaling $38.5 million for high priority programs in Colombia—the reform of secondary education and highway development; and two loans totaling $21.5 million for the Jengka Triangle land settlement and development scheme and an associated forest industries' operation in Malaysia. The Bank's affiliate, the International Development Association (IDA), has approved a credit of $6.1 million to Kenya for an education project designed primarily to upgrade farmers' skills.

The $62 million Colombian highway project, for which the Bank is lending $32 million, includes the paving of 48 road sections totaling approximately 1,000 miles, increasing by over 30% the paved length of the national highway network. Other works are the construction of a bridge across Colombia's largest river, the Magdalena, on the highway between the port cities of Barranquilla and Santa Marta which will form part of the Trans-Caribbean highway linking Colombia and Venezuela; and the upgrading of the road between El Pailon and the port of Buenaventura which is the final section of a new highway connecting Colombia's most active port with the rest of the country.

The Colombian Government is restructuring secondary education in order to meet the need for skilled personnel for business, social services, industry and agriculture. The $6.5 million credit will help to finance nine schools with an enrollment capacity of 31,000, together with related technical assistance and the administrative and operational costs of the units which is executing the project.

The Jengka Triangle in Western Malaysia was selected several years ago as the site of the country's largest regional development program.

The $13 million loan will help finance the clearing of 32,000 acres, which will be planted with oil palms and rubber trees, the settlement of 3,000 families, and a palm oil mill. The related forestry project to be aided by the $8.5 million loan will include a mechanized logging unit (annual capacity 175,000 tons), a sawmill (42,000 tons), and a plywood mill (60 million square feet).

Since 90% of Kenya's population is rural, the agricultural sector must be largely relied upon to provide jobs and help reduce underemployment. Under the project being assisted by the IDA credit, agricultural institutions will be established or expanded at professional, subprofessional and skilled labor levels.

S. Africa going metric

American exporters to South Africa of products incorporating measurement devices should be aware of the emphasis now being placed on conversion to the metric system in that country.

Dr. S. J. Du Toit, Manager of the Metrication Department, South African Bureau of Standards, recently issued a warning to South African manufacturers and other importers to reduce their inventories of measurement machines based on the old system of feet and pounds, especially the type which utilizes any kind of calibration, and insisted that any such machines imported utilize metric units of measurement.

XUM

Two Austrian firms seek U.S. licenses

An Austrian company is interested in a license to manufacture track systems for lights. The current carrying devices can be attached to ceilings and walls and are for installation in such areas as show windows, display rooms and plant facilities where a greater flexibility in lighting is required. The Austrian firm seeks sales rights for West and East European countries.

Currently, the company manufactures metal goods and processes plastic materials. Its product line includes electrical supplies, injection and press molded plastic articles, stamped metal parts, automobile horns and spark plug connectors. The firm exports most of its production to European countries and overseas.

Write: Guenter Sckeyde, Sales Manager, Hein. Ulbricht's Wwe. GmbH, Kaufing, A-4690 Schwanenstadt, Upper Austria. WTD. **P-70592.**

• An Austrian firm seeks to manufacture under license or assemble technologically advanced production equipment for use in the plastic, metalworking, machine construction or electronics industry. Of particular interest is machinery for the processing of glass fiber reinforced plastic materials. These machines should be suitable for production in small runs of 50 to 1,000 units, with a unit price ranging from $2,000 to $6,000.

The company is also interested in the manufacture of materials handling and in plant transportation equipment. It is also equipped to adapt standard American equipment to meet the special requirements of individual European customers.

The firm is an important manufacturer of farm machinery, including self propelled combines, potato harvesting equipment and attachments. It operates a well equipped foundry, metalworking shop, welding department and testing facility. The firm has an excellent maintenance program and operates a network of service stations throughout Austria.

Write: Dr. Otto Edlinger, Epple-Buxbaum-Werke AG, Buxbaumstrasse 2, A-4600 Wels, Upper Austria. WTD. **P-70594.**

A brochure in German outlining the firm's product line is available on loan from the Office of International Investment, Department of Commerce, BIC-878, Washington, D.C. 20230.

License to make plastic parts goal of U.K. firm

A British manufacturer of electrical accessories and plastic moldings seeks licenses. The firm is interested in the production of thermo-formed plastic electrical products, components incorporating plastics and metals and plastic moldings.

Write: George Turnock Ltd., Navigation St., Walsall, WS2 9LU, Staffordshire, England. WTD. **P-70601.**

Investment Assistance

To receive follow up assistance and general information about investment abroad telephone: 202-967-3786 or write: Office of International Investment, Department of Commerce (BIC-878), Washington, D.C. 20230. "P" numbers should be used when writing about specific proposals.

WTD indicates that a World Trade Directory Report containing financial and business background information on the foreign firm is available for $2 from the Department of Commerce (BIC-924), Washington D.C. 20230 or the nearest Department of Commerce Field Office.

The licensing and joint-venture proposals listed in this section are published as an informational service for U.S. firms interested in overseas affiliations. Companies responding to these opportunities should be cognizant of the present mandatory investment regulations administered by the Office of Foreign Direct Investment, U.S. Department of Commerce, Washington, D.C. 20230.

Australia mining product maker asks U.S. license

An Australian mining and engineering firm with heavy manufacturing, installation and contracting facilities seeks licensing agreements. Products of interest include heavy mining equipment, pumps and valves, crushers and industrial refrigeration equipment and piping.

The firm is a member of the British-based Mitchell Cotts Group, whose affiliates are engaged in engineering, manufacturing, transportation, warehousing and agricultural activities. Approximately 130 companies make up the group.

Write: Mr. T. L. Carey, General Manager, Mitchell Cotts (Australia) Pty. Ltd., 461 Bourke St., Melbourne, Victoria 3004, Australia. WTD. **P-70586**

Brochures outlining the activities of the Mitchell Cotts Group are available on a loan basis from the Office of International Investment, Department of Commerce (BIC-878), Washington, D.C. 20230.

Cross-licensing arrangement to make packaging machines desired by French concern

French firm wants to build automatic packaging machinery to produce parts for metal cans and seeks an American licensee or representative for transfer machinery used in the production of parts for metal cans salable on the U.S. market.

The company presently manufactures automatic packaging machinery for the production of different types and sizes of cans and wants to increase its product range. The firm's facilities include a research department engaged in the study of new equipment. The plant, located in the new industrial zone of Vitrolles, is modern and well equipped.

Write: SABATIER S.A., 2eme Avenue No. 31, 13-Vitrolles, France. WTD. **P-70593.**

Hong Kong electronics firm looking for license to make more sophisticated products

A Hong Kong manufacturer of electronic semiconductors, transistors and integrated circuits wants to expand and diversify its product line. The company seeks licensing and/or joint venture agreements for the production of technically sophisticated electronic products.

The capital investment sought of a U.S. partner in a joint venture is negotiable. The American company would be expected to contribute technical assistance on a short term basis and marketing expertise in exchange for equity and management participation.

The firm employs 900 and reports annual sales of approximately $7.6 million.

Write: Micro Electronics Ltd., 3/F Cathay Mansion, 84 Hung to Road, Kwuntong, Kowloon, P.O. Box 9477, Kowloon, Hong Kong. WTD. **P-70577.**

Prequalifiers for grain handling terminals sought by Nicaraguan company

The Banco Nacional de Nicaragua plans construction of regional grain handling terminal facilities. Assistance for financing the project is under the auspices of the Export-Import Bank of the United States.

The project consists of the construction of steel bin silos and auxiliary structures with all pertinent machinery and attendant facilities at five sites; three facilities of 10,000 metric tons capacity each, located at Chinandega, San Isidro and Santo Tomas; and two facilities of 5,000 metric tons capacity each, located at Waspen and Bluefields. It is planned to award contracts for the construction of the two facilities at Chinandega and San Isidro immediately upon completion of bidding procedures. Other facilities will be scheduled for construction as funds become available.

The Banco Nacional de Nicaragua has retained Weitz-Hettelsater Engineers, 427 W. 12th St., Kansas City, Mo. 64105, as consulting engineers for the design and supervision of construction of the project. The drawings and documents as prepared by Weitz-Hettelsater Engineers will be on the basis of outline drawings with complete technical specifications, all of which will be prepared in the English language. The contractor will be required to prepare his own detailed working drawings for all structural, mechanical and electrical work within the scope of the outline drawings and the specifications. It is anticipated that all of the pertinent documents including drawings and specifications will be available on or about June 30, at which time prequalified contractors will be issued invitations to tender.

Prequalified U.S. and Nicaraguan contractors, and prequalified joint ventures of U.S. and Nicaraguan contractors will be invited to tender on a competitive basis. American contractors must prequalify as follows: be incorporated or legally organized in the U.S. and they must have a place of business in the U.S.

In determining the qualifications of a contractor, particular emphasis will be placed upon adequate experience in construction of grain silos; in procuring the supply, and installation of mechanical and electrical equipment as applied to grain silos; processing general construction and management capabilities; an adequate engineering staff capable of preparing satisfactory working drawings; having adequate financial resources in relation to the work to be performed; and being able to secure necessary bonds.

Drawings and documents for the project will be released only to those contractors who have followed the prequalification procedure and who have been accepted as qualified. Similarly, only tenders from those contractors accepted as qualified, will be considered.

Prequalification of the tenderers will be considered on the basis of one contractor for the "whole-of-the-works" including civil works, bins, miscellaneous buildings, mechanical and electrical works.

The prequalification questionnaire may be obtained, in triplicate, from Weitz-Hettelsater Engineers, 427 W. 12th St., Kansas City, Mo. 64105, or from the Banco Nacional de Nicaragua, Managua. The questionnaire must be completed and returned on or before June 15; one copy to Weitz-Hettelsater Engineers and one copy to Banco Nacional de Nicaragua.

Colombia invites bids for school furnishings

The Colombian Institute of School Buildings, Ministry of National Education, invites bids for the supply of furniture and equipment for nine schools of the National Institutes of Medium Education. Interested firms must first qualify by registering and meeting the following requirements: a) forward a letter of affiliation, explaining the product line; b) have a legal representative in Colombia with proper credentials verified by a chamber of commerce and notarized by proper authorities.

The letter of affiliation along with a request for the Tender conditions and specifications should be sent to: Instituto Colombiano de Construcciones Escolares-ICCE, Seccion de Licitaciones, Edificio del Ministerio de Educacion, Oficina 214, Centro Administrativo Nacional—CAN, Bogota, Colombia.

The Tender will be divided into 2 basic groups: 1) furniture: tables, desks, chairs, closets, etc.; 2) equipment: for science laboratories, industrial shops, cafeterias, audio-visual aids, agricultural and cattle raising, electrotechnical instruction, social promotion, etc.

The bid deadline has not been announced. Contracts will be awarded for a part or all of the items in each group. The Tender value will be about 60 million Colombian pesos (US $1.00=18.25 Colombian pesos approximately) or about US $3.3 million, and will be financed by the World Bank.

Copies of the airgram announcement of the above, but not the Tender terms and specifications, are available from the Scientific and Business Equipment Division, BDSA-653, U.S. Department of Commerce, Washington, D.C. 20230 ★(202-967-2939).

Telegraph equipment and parts desired by Korean agency

The Office of Supply, Government of the Republic of Korea, has issued Tender No. SLC-0090 PII for the supply of telegraph equipment and parts. The bid deadline is June 22.

Bids should offer VF telegraph equipment, electric coin counters, spare parts for AM-100KB broadcasting transmitter, 50HGX2 broadcast transmitter, BHF50B transmitter, BC-1T transmitter, BC 10P transmitter, FMR 250BX transmitter, BN6-A amplifier, BC-1J transmitter, BTA-1MX transmitter, FMR 250BX transmitter, and sundry tubes and semiconductors.

Copies of the tender announcement and specifications are available from the Procurement Office in New York, Joon Shik Kim, Procurement Attache, Korean Consulate-General, 9 E. 80th St., New York, N.Y., 10021 or on a short-term loan basis to firms located in the U.S. from the Communications-Electronics Division, BDSA-643, Room 4209, U.S. Department of Commerce, Washington, D.C. 20230 ★(202-967-4823).

Hong Kong publishes notice for leasing container terminal lots

The Government of Hong Kong has invited tenders for the lease of four lots of Crown land, sea bed and foreshore at Kwai Chung for use as container berths and depots. The lots will cover a total of approximately 125 acres, with a sea frontage of 4,000 feet. Lots 1 and 2 will have an area of 25 acres each, Lot 3 an area of 32 acres, and Lot 4 an area of 43 acres.

The documents had been prepared after consultation with the Container Committee and various interested shipping and godown companies.

Tenders are invited for Lots 1 and 2 on two different bases. Documents "A" provide for the construction of the quay wall and for the reclamation and formation of the sea bed by the Government; the surfacing, construction of buildings, and provision of plant is to be the responsibility of the purchaser. Documents "B" state that the construction of the quay wall, and the reclamation, formation, surfacing and provision of buildings and plant is to be undertaken by the purchaser.

Both sets of documents require the expenditure of not less than $2 million on buildings and $6 million on plant within 4 to 5 years of the date of acceptance of the tender and a further sum of not less than $6 million in buildings and $9 million in plant before the expiration of 5 to 6 years from the date of acceptance of the tender.

In addition, the Government undertakes in both cases to dredge the area fronting the berths to a depth of not less than minus 40 feet Chart Datum. This is considered sufficient to enable any container ship likely to use the terminal to come alongside at all stages of the tide. The Government will provide access roads to the lots from the Kwai Chung Road.

The documents, containing tender notice, form of tender, general and special conditions and a technical schedule, together with a series of plans and drawings are available from either the District Office, Tsuen Wan, Hong Kong and Shanghai Bank Bldg., Castle Peak Rd., Tsuen Wan, the New Territories Administration, North Kowloon Magistracy Bldg., Tai Po Rd., or the Crown Lands and Survey Office, Central Government Offices, 2nd Floor, East Wing. The charge per set for each lot is $25.

Copies of the announcement, providing a few additional details including a summary of shipping interests in this project are available from the Construction and Building Materials Division, BDSA-645, Room 5611, Department of Commerce, Washington, D.C. 20230 ★(202-967-3602) and the Department of Commerce Field Office, Federal Bldg., Box 36013, 450 Golden Gate Ave., San Francisco, Calif. 94102 (415-556-5864).

Brazil extends bid deadline

The Companhia Auxiliar De Empresas Electricas Brasileiras extended the bid deadline on Tender No. 35 from June 4 to July 2. All other conditions remain the same. (See INTERNATIONAL COMMERCE, Mar. 30, and *Commerce Business Daily*, Mar. 26.)

XUM

Zambia issues tender to extend capacity of water supply system; deadline set at July 31

The Lusaka City Council proposes to extend the capacity of the recently completed Kafue River Water Supply Scheme from 10 million to 20 million gallons daily.

Engineering contractors experienced in the type of work required are invited to submit tenders for the construction of Phase 2 of the system, which includes the following: (1) Treatment plant at Kafue: a) 10 reinforced concrete sedimentation tanks; b) 8 reinforced concrete filter beds ;and c) 500,000 gallon reinforced concrete balancing tank. (2) Highlift pumping station No. 2: 500,000 gallon reinforced concrete balancing tank. (3) Terminal reservoirs: 3—5,000,000 gallon reinforced concrete ground level reservoirs. (4) Mechanical equipment, piping, etc.: a) installation of two vertical spindle pump sets in the river intake tower; b) installation of two highlift pump sets in each of the pumping stations; c) provision and installation of continuous travelling screen in intake tower; and d) various items of interconnecting steel pipework in diameters 27" to 43".

Tender documents may be obtained from the City Engineer, P.O. Box 251, Civic Centre, Independence Ave., Lusaka, Zambia. The deadline for receipt of the sealed tenders is 3 p.m. July 31. Telegraphic tenders will not be accepted. Firms should include information on their qualifications.

Invitations to bid on highway project in Costa Rica announced

The Ministry of Transportation, San Jose, Costa Rica, has opened an invitation to tender for Project PV 60-10 in connection with the Limon-Siquirres Highway construction. Contractors must prequalify to participate in this project and application forms are available from Mrs. Nilda C. McHugh, Embassy of Costa Rica, 2112 S St., NW., Washington, D.C. 20008 (202-234-2945).

The drawings for this project may be viewed at the Embassy. One set of these forms, including a description of the work involved, may be viewed in Room 5611, Construction and Building Materials Division, U.S. Department of Commerce, Washington, D.C. (202-967-3602). The bid deadline is July 1.

The project is partially financed by a loan from the International Bank for Reconstruction and Development.

Libya will expand electrical system in Tripoli and suburbs

The Government of Libya has placed a call for bids on a project involving the expansion and fortification of the 10.8 kilovolt network in Tripoli and its suburbs. Only registered category one and international contractors may participate. Bid deadline is June 9, 1970; Tender No. 20/70/71.

Tender documents are obtainable from the Corporation Offices, Eleppo St., Tripoli, for 50 Libya pounds. Every tender must be accompanied by a guarantee of 5,000 Libyan pounds.

The firms and individuals in the following lists are interested in trade relations with U.S. businessmen. The commodities in which they have expressed interest are indicated by the numbers preceding the commodity classification. The three-digit numbers and commodity classifications are from the Standard Industrial Classification (SIC) Manual. The five-digit numbers under each heading are from the Numerical List of Manufactured Products, 1967 Census of Manufacturers, Bureau of the Census and are used extensively by government and industry in classifying products.

U.S. firms should also be aware that the listing in INTERNATIONAL COMMERCE of opportunities to trade in specific commodities and technical data does not necessarily imply approval of their export by the U.S. Department of Commerce pursuant to the U.S. Export Control Act. For applicable export licensing regulations and policies, see the *Department of Commerce Export Control Regulations* or consult the Bureau of International Commerce's Office of Export Control or any Department of Commerce Field Office.

NOTE: The SIC Manual is available for $4.50; The Numerical List of Manufactured Products (MC67-1) for $1.75 and the Export Control Regulations are priced at $12 a year. These publications may be ordered from the Superintendent of Documents, U.S. Government Printing Office, Washington, D.C. 20402, or any of the 42 Department of Commerce Field Offices throughout the United States.

Every effort is made to include only firms or individuals with good reputations. However, the Department of Commerce cannot be responsible for any trade relations.

● indicates that the trade opportunity represents a request for bids by a foreign government agency. A (★) following indicates that additional information may be borrowed by firms located in the U.S. from the Business and Defense Services Administration (BDSA), U.S. Department of Commerce, Washington, D.C. 20230; telephone numbers indicated. To avoid delay, requests for loan material should specify country and commodity.

★★ indicates opportunities obtained by U.S. trade missions to other countries. A (★) following these indicates that additional information may be obtained by writing the International Liaison and Trade Opportunities Staff, BDSA-541, U.S. Department of Commerce, Washington, D.C. 20230. The TM (trade should specify country and TM number.

WTD indicates that a World Trade Directory report is available on the foreign firm for which the trade opportunity is listed. These reports, indicating type of organization, sales territory, size of business, sales volume, trade and financial reputation, and other factors, are available for $2 each from the Bureau of International Commerce, BIC-924, U.S. Department of Commerce, Rm. 6059. Telephone: 202-967-4203. The date following the letters WTD refers to the date of issuance of the report. If WTD is in preparation, action will be completed on a priority basis upon receipt of request specifically identifying the trade opportunity involved.

Direct Sales

Specific foreign firms have expressed interest in direct purchases of the products below. See also the "Agencies" listing.

019 Miscellaneous agricultures

● **01900—MALAWI**—Seeds for fruits, vegetables and flowers suitable for tropical climate. Requests catalogs and price lists. The Town Planning Officer, Regional Planning Office, Malawi Government, P.O. Box 279, Lilongwe.

227 Floor covering mills, products

22720—ITALY—Bath mat sets. Commissionaria Corit, S.p.A. (agent), Corso Lodi 83, Milan. WTD 3/70.

232 Men's, youths', boys' furnishings, work clothing

23292—PAKISTAN—Second hand clothing; men's, boys' jackets. Request price quotations, c.&f., Karachi. Iqbal Hussain & Co. (importer), Napier Rd., Karachi. WTD in preparation.

239 Fabricated textile products

23920 — ITALY — Wiping, dusting cloths. Commissionaria Corit, S.p.A. (agent), Corso Lodi 83, Milan. WTD 3/70.

23929 — ITALY — Towels. Commissionaria Corit, S.p.A (agent), Corso Lodi 83, Milan. WTD 3/70.

241 Logging camps, logging contractors

24110—JAPAN—Black walnut veneer logs. Sanyu Bussan Kaisha, Ltd. (importer), Nikko-

Mita Bldg., 4-26 Takanawa 1-chome, Minato-ku, Tokyo. WTD 4/70.

242 Sawmills, planing mills

24212—JAPAN—Pine lumber for construction of bowling alleys. Takashimaya Co., Ltd. (Attn: Osamu Hirose, Foreign Dept.) (importer, distributor, retailer), 5 Nihonbashi Tori 2-chome, Chuo-ku, Tokyo. WTD 4/69.

244 Wooden containers

24450—PARAGUAY—10,000 ea, tight cooperage, oak barrels, used (first use), 180 to 200 liters. Absalon Arias, c/o APAL (manufacturer), Casilla Correos 465, Asuncion. WTD in preparation.

261 Paper mills

● **26100—KOREA**—The Office of Supply, Government of the Republic of Korea, requests bids on supplying 1,160,000 meters of pregummed printing paper suitable for printing of postage stamps. Substance to be 80-100 grams/M^2 and thickness to be 0.080-0.100 mm. Of the total, 950,000 meters to be 280 mm wide and the remaining 210,000 meters to be 290 mm wide. Paper to be supplied in rolls measuring 800 mm outside diameter and 70 mm inside diameter. Copies of tender form containing conditions and further specifications are available from the Forest Products and Packaging Division, BDSA, Room 5099, U.S. Department of Commerce, Washington, D.C., 20230 ★(202-967-3530). Bid deadline is June 12.

264 Converted paper, paperboard products

26416 — GERMANY — Technical, special paper of all kinds; incl. insulating paper, electrolytic condenser paper, zinc oxide paper. Requests price quotations f.o.b. N.Y. or c.i.f. Hamburg or Bremen. Classen-Papier KG. (importer, distributor, manufacturer), 4307 Kettwig/Ruhr, Landsberger Strasse 80. WTD 4/70.

281 Industrial chemicals

● **28100—KUWAIT**—Anhydrous ammonia: 40 thousand metric tons plus or minus 10%. Shipments beginning mid-August or mid-September. Destination Akdeniz Gubre Sanayii A.S., Mersin, Turkey. Bid deadline noon, June 15. IFB received from Kuwait Petrochemical Industries Co. and Kuwait Chemical Fertilizer Company, P.O. Box 3964 Kuwait, Kuwait (TELEX 024 KCFC). Detailed specifications expected by mail, U.S. Department of Commerce, Chemicals Division, BDSA-665, Washington, D.C. 20230 (202-967-3465).

28152 — NETHERLANDS — Synthetic organic dyes for the paper and textile industry. Agencies or direct purchase. Husco N.V., Attn: Q. van Dam (importer, agent, exporter), 340 Herengracht, Amsterdam. WTD 5/70.

28183—ITALY—Internal antistatic agents for PVC and other auxiliary agents for rubber and plastics. FINCO, S.a.s. (distributor), Via Carlo Crivelli 16, 20122 Milan. WTD in preparation.

28183—TAIWAN—Normal lead stearate, dibasic lead stearate, tribasic lead stearate, barium stearate, cadmium stearate, stearic acid, DOP, DBP, BBP, DOA. Ocean Plastics Co., Ltd. (manufacturer), 281 Kanting Rd., Taipei. WTD 12/69.

28199 — NETHERLANDS — Chemical specialties for the paper and textile industry. Direct purchase or agencies. Husco N.V., Attn: Q. van Dam (importer, agent), 340 Herengracht, Amsterdam. WTD 5/70.

282 Synthetic materials

28213—ITALY—Polystyrene waste. MEA, Metacricilato E Affini (manufacturer), Via Bernardi 16, Borgaretto, Torino. WTD 5/70.

28231—ITALY—Acetal resin waste. MEA, Metacrilicato E Affini (manufacturer), Via Bernardi 16, Borgaretto, Torino. WTD 5/70.

28242—ITALY—Synthetic staple fibers and tows; polyesters, acrylic, nylon. Chevallard Tessilfibre S.r.l. (manufacturer), Piazza Erculea 11, 20122 Milan. WTD 12/69.

28242—ITALY—Nylon waste. MEA, Metacrilicato E Affini (manufacturer), Via Bernardi 16, Borgaretto, Torino. WTD 5/70.

283 Drugs

28349—FRANCE—Pharmaceutical preparations (antiparasitic) and antibiotics for veterinary use. Groupe Monot (manufacturer), 21 Quetigny-les-Dijon, Cote d'Or. WTD 5/70.

284 Cleaning preparations

28445 — TAIWAN — Antibacterial sudsing soapless skin cleansers. Polytron Corp. (importer, agent), 105 Lin Sheng N. Rd., Taipei. WTD 2/70.

286 Gum, wood chemicals

28612 — NETHERLANDS — Dyestuffs for the paper and textile industry. Direct purchase or agencies. Husco N.V., Attn: Q. van Dam (importer, agent), 340 Herengracht, Amsterdam. WTD 5/70.

306 Fabricated rubber products

30695—PANAMA—Battery boxes. Industrial Centroamericana, S.A. (importer, manufacturer), Industrial Centroamericana, S.A., P.O. Box 8761, Panama 5. WTD 4/70.

307 Plastic products

30798—AUSTRIA—Do-it-yourself articles of plastics and other materials. Direct purchase and agency. Correspondence requested in German. Andreas Gruenthal OHG (distributor, retailer), Klopstockgasse 58, A-1170 Vienna. WTD 5/70.

30798 — IVORY COAST — Liquid plastic base colorant for spraying on automobile windshields, store-windows, to cut down sun's glare. Prices c.i.f. Abidjan for minimum allowed shipment. Correspondence requested in French. Societe Arden, Attn: Gerard Gueroult (importer, decorator), B.P. 20835, Abidjan. WTD in preparation.

331 Steel mill products

● **33100—IRAN**—1,000 pcs steel tires for passenger wagons of various specs. Tender No. 24/49; bid deadline July 21. Iranian State Railways, Tehran. Copies of tender documents available from Iranian Economic Mission, 2233 Wisconsin Ave., NW., Washington, D.C. 20007.

● **33100—PAKISTAN**—7,850 L.T. of 100 lb. rails; 10,000 long tons of 90-lb. rails; 50 sets ea. of points and crossings of various specs., and 1,500 tons of creosote oil. Tender No. PR-I/70/TR/3; bid deadline July 8. Railway Board, Lahore. Copies of tender documents available from Secretary Railway Board, Government of West Pakistan, P.W.R. Headquarters, Room No. 19, Ground Floor, Empress Road, Lahore, West Pakistan.

335 Rolling, drawing, extruding of nonferrous metals

33560—PANAMA—Lead straps and terminals to be used in the manufacture of batteries. Industrial Centroamericana, S.A. (importer, manufacturer), Industrial Centroamericana, S.A., P.O. Box 8761, Panama 5. WTD 4/70.

342 Cutlery, hand tools, general hardware

34292—AUSTRIA—Furniture hardware, including do-it-yourself articles. Direct purchase and agency. Correspondence requested in German. Andreas Gruenthal OHG (distributor, retailer), Klopstockgasse 58, A-1170 Vienna. WTD 5/70.

34294—AUSTRIA—Builders' hardware, including do-it-yourself articles. Direct purchase and agency. Correspondence requested in German. Andreas Gruenthal OHG (distributor, retailer), Klopstockgasse 58, A-1170 Vienna. WTD 5/70.

354 Metalworking machinery

35421—GUATEMALA—Seven to 10 ton presses (hydraulic or air-operated), second hand or rebuilt, complete with molds for forming luggage shells. FIBREX—Fabrica de Valijas, Attn: Salomon K. Mizrahi (manufacturer, retailer), Interior Finca El Zapote, Zona 2, Guatemala City. WTD 4/70.

35442—AUSTRIA—Used molds for compression and injection molding of plastic housewares and other consumer products. Wilhelm Frank Exporthandels-GmbH (importer, agent, exporter), Zieglergasse 19, A-1072 Vienna. WTD 6/69.

355 Special industry machinery

35591—INDIA—Complete plant for manufacture of nitrocellulose; both lacquer and explosive grades, with annual production capacity of 1,000 tons. All offers should be sent to H. D. Chowdhury, Chairman, with a copy to Commercial Officer, American Consulate, 5/1 Harrington St., Calcutta. CIC Chemicals Private Ltd. (manufacturer), 6 Middleton St., Calcutta 16, West Bengal. WTD in preparation.

35595—JAPAN—Manufacturing and wrapping machinery for adhesive bandage plasters. Mita Pharmaceutical Co., Ltd. (manufacturer), Inami-cho, Higashi-Tonami-gun, Toyama Prefecture. WTD 4/70.

358 Service industry machines

35892—FINLAND—Pollution control equipment for water, particularly from pulp and paper mills. Ekstromin Koneliike Oy. Heikki Vuorilehto, Dir. (importer, distributor), Aleksanterinkatu 7, Helsinki 10. WTD in preparation.

361 Electric transmission, distribution equipment

● **36100—KOREA**—Supply of 2 portable test sets; 3 sets frequency counters for HF; 3 sets signal generators for HF; 20 sets precision attenuators; one set field strength meter. Ten-

XUM

der No. SLC-0078-P II; bid deadline June 12. Invited by the Office of Supply, Government of the Republic of Korea, Seoul, Korea. Terms and specifications available on loan basis from the Scientific and Business Equipment Division, BDSA-653, U.S. Department of Commerce, Washington, D.C. 20230 ★(202-967-2939). A review copy will also be available at the Department of Commerce Field Office, 11444 Federal Bldg., 450 Golden Gate Ave., San Francisco, Calif. 94102 (415-556-5868).

● **36100—KOREA**—Supply 2 sets 69 KV oil circuit breakers, outdoor, oil tank type, 66 KV, 3 phase, 60 cycle, 1,200A, schedule 722.2006, Tender No. SLC-0081-PII; bid deadline June 12. Office of Supply, Government of the Republic of Korea, Seoul, Korea. Specifications available from the Power & Electrical Equipment Division, BDSA, U.S. Department of Commerce, Room 5886C ★(202-967-4241). A review copy will also be available at the Department of Commerce Field Office, 11444 Federal Bldg., 450 Golden Gate Ave., San Francisco, Calif. 94102 (415-556-5868).

● **36100—THAILAND**—Supply 1,170 each 600 volt class current transformers, window class, molded butyl rubber or resin insulation for outdoor and indoor use. Tender No. MEA-PSD-192; bid deadline June 26. Purchase & Stores Department, Metropolitan Electricity Authority, 121 Chakraphet Rd., Bangkok 2, Thailand. Specifications available from the Power & Electrical Equipment Division, BDSA, Room 5886C, Department of Commerce, Washington, D.C. 20230 ★(202-967-4241). A review copy will also be available at the Department of Commerce Field Office, 11444 Federal Bldg., 450 Golden Gate Ave., San Francisco, Calif. 94102 (415-556-5868).

362 Electrical industrial apparatus

36240—KOREA—Carbon, graphite products; electrodes for electric furnaces and electrolytic cell use, including electrode paste. Immediate requirements are for electrode compound, 500 m/t. Specifications are available from Trade Opportunities Staff, BDSA-541, Rom. 4053, U.S. Dept. of Commerce, Washington, D.C. 20230. Direct purchase and agency. Dae Ryun & Co., Ltd. (importer, distributor, agent), I.P.O. Box 3447, Seoul. WTD 11/69.

363 Household appliances

36360—ITALY—Automatic machines for the manufacture of ladies wearing apparel; cutting, sewing, hemming, finishing machines. S.C.E., Societa' Consulenze Elettrotecniche (distributor), Via Tortona 72, 20144 Milan. WTD in preparation.

366 Communications equipment

36622 — AUSTRIA — Electronic equipment used in the operation of community antenna television systems, commercial closed circuit systems. Richard Hirschmann Electric (importer, distributor, agent), A-6830 Rankweil-Brederis. WTD in preparation.

36625 — GERMANY — Civil and military radio bearing installations for air traffic (safety) control; radiogoniometric apparatus; complete radar installations, stationary and movable and radio navigation equipment for ground stations. Request price quotations f.o.b. American or c.i.f. German ports. TIG Technische Industrieprodukte GmbH. (importer, distributor, agent), 25 Graf-Zeppelin-Strasse, 505 Porz-Grengel. WTD 4/70.

367 Electronic components, accessories

36730—FINLAND—Electron beam driers, primarily for polyester paint, lacquer on wood. Ekstromin Koneliike Oy, Heikki Vuorilehto, Dir. (importer, distributor), Aleksanterinkatu 7, Helsinki 10. WTD in preparation.

36740—AUSTRIA—Solid state semi-conductor devices used in the production of commercial TV broadcasting, transforming, conversion, receiving equipment. Richard Hirschmann Electric (importer, distributor, agent), A-6830 Rankweil-Brederis. WTD in preparation.

36790—GERMANY—Electronic components and accessories; consumer and commercial grade, circuit boards, patch cords, and similar articles. Direct purchase and agency. Correspondence requested in German. Intronik GmbH & Co. (importer, manufacturer, agent), 26 Koenig Karl Strasse, 7 Stuttgart-Bad Cannstatt. WTD 4/70.

36792—AUSTRIA—Capacitors used in the production of commercial TV broadcasting, transforming, conversion, receiving equipment. Richard Hirschmann Electric (importer, distributor, agent), A-6830 Rankweil-Brederis. WTD in preparation.

36793—AUSTRIA—Resistors used in the production of commercial TV broadcasting, transforming, conversion, receiving equipment. Richard Hirschmann Electric (importer, distributor, agent), A-6830 Rankweil-Brederis. WTD in preparation.

36794—AUSTRIA—Coils, transformers, reactors, chokes used in the production of commercial TV broadcasting, transforming, conversion, receiving equipment. Richard Hirschmann Electric (importer, distributor, agent), A-6830 Rankweil-Brederis. WTD in preparation.

381 Engineering, laboratory, scientific, research instruments

● **38100 — INDIA** — Supply of scientific equipment including infrared spectrophotometer, gyrotary incubator shaker, controlled environment unit, desalting apparatus, titration outfit, densitometer, balances, electrophoresis, vacuum moisture tension tester, dilutrol apparatus, cameras, sterility testing unit, cell homogenizer, centrifuge, photometer, viscometer, and polarizing microscope. Tender No. B-545/70/Exim; bid deadline June 19. Invited by India Supply Mission, 2536 Massachusetts Ave., NW., Washington, D.C. 20008. Tender documents available free from the India Supply Mission at above address.

38112—NETHERLANDS—Laboratory and scientific instruments. Exclusive representations requested. Firma J. J. Du Mee Wetenschappelijke Instrumenten (importer, distributor), 5a Gallenkamp Pelsweg, P.O. Box 71, Soest. WTD 4/70.

382 Instruments for measuring, controlling, indicating physical characteristics

● **38200—BURMA**—Supply of two electric motor driven diesel fuel pump test benches; 12 hand operated diesel fuel pump calibration machines; 12 nozzle testers. Tender No. P-15 (Q) PWC/69-70; bid deadline June 15. Invited by Union of Burma Public Works Corp., No. 60, Shwedagon Pagoda Rd., Rangoon, Burma. Terms and specifications available on loan basis from the Scientific and Business Equipment Division, BDSA-653, U.S. Department of Commerce, Washington, D.C. 20230 ★(202-967-2939). A review copy will also be available at the Department of Commerce Field Office, 11444 Federal Bldg., 450 Golden Gate Ave., San Francisco, Calif. 94102 (415-556-5868).

386 Photographic equipment

● **38600—INDIA**—Supply of photocopying equipment to reproduce by electrographic or other methods copies of printed, pencil, or ink drawings to another sheet; maximum size of sheet approximately 650 mm. x 900 mm.; minimum 30 prints per hour on plain paper and 10 reproductions on tracing paper. Tender No. HMB/PUR/FI/(6) MC/70; bid deadline June 16. Invited by Controller of Purchase, Heavy Engineering Corp. Ltd., H.M.B.P. Department, P.O. Dhurwa, Ranchi 4, Bihar, India. Terms and specifications available on loan basis from the Scientific and Business Equipment Division, BDSA-653, U.S. Department of Commerce, Washington, D.C. 20230 ★(202-967-2939). A review copy will also be available at the Department of Commerce Field Office, 11444 Federal Bldg., 450 Golden Gate Ave., San Francisco, Calif. 94102 (415-556-5868).

● **38600—KOREA**—Supply of 2820 packages of x-ray radiographic film, 11″ x 14″ x 25 sheets, green sensitive, high speed; 2000 packages of x-ray radiographic film, 14″ x 14″ x 25 sheets, green, high speed; 920 bottles of developer; 920 bottles of fixer. Tender No. SLC-0080-P III; bid deadline June 9. Invited by the Office of Supply, Government of the Republic of Korea, Seoul, Korea. Terms and specifications available on loan basis from the Scientific and Business Equipment Division, BDSA-653, U.S. Department of Commerce, Washington, D.C. 20230 ★(202-967-2939). A review copy will also be available at the Department of Commerce Field Office, 11444 Federal Bldg., 450 Golden Gate Ave., San Francisco, Calif. 94102 (415-556-5868).

38612 — ITALY — Photocopying machines. Shenon, R. L. Loda (distributor), Via Einaudi 26, 25100 Brescia. WTD 1/70.

387 Watches, clocks, parts

● **38700—BURMA**—Supply of 200 pocket watches with jewel lever movement, B. R. standard; 15 stop watches with graduation 1/10 of a second. Tender No. MEIC/B.R./7(T)45 (ML/69-70); bid deadline June 4. Invited by the Chairman, Union of Burma Railway Board, Bogyoke Aungsan St., Rangoon, Burma. Terms and specifications available on loan basis from the Scientific and Business Equipment Division, BDSA-653, U.S. Department of Commerce, Washington, D.C. 20230 ★(202-967-2939). A review copy will also be available at the Department of Commerce Field Office, 11444 Federal Bldg., 450 Golden Gate Ave., San Francisco, Calif. 94102 (415-556-5868).

394 Toys, amusement, sporting goods

39493—JAPAN—Bowling pins. Takashimaya Co., Ltd. (Attn: Osamu Hirose, Foreign Dept.) (importer, distributor, retailer), 5 Nihonbashi Tori 2-chome, Chuo-ku, Tokyo. WTD 4/69.

39491 — MALAWI — Ultra-light fresh-water fishing tackle, especially rods (about 6'), reels (spinning, open and closed-face); spinners, spoons, plugs, spare rod component parts. Detailed catalogs, prices requested. B. J. Bowden, Chairman, Ndirande Angling Society (importer), P.O. Box 744, Blantyre. WTD 4/70.

39492—ITALY—Golf equipment and equipment for driving ranges. Golf Agency (distributor), Via R. Fucini 14, Milan. WTD 4/70.

593 Antique, secondhand stores

59330—PAKISTAN—Second hand woolen and woolen mixed clothing. Request price

& 45th St. 10017. WTD in preparation.

SOUTH AFRICA—Arthur M. Goldman, Assistant Editor for Travel, Sunday Express, 171 Main St., Johannesburg, **interested in promoting travel to the United States.** May 25 via New York for 2 weeks. c/o Royal Manhattan Hotel, 44th St. & 8th Ave., New York, N.Y. 10036. Itinerary: New York, Los Angeles, San Francisco, Las Vegas.

day Inn; 6/6-8 Denver c/o Brown Palace Hotel, 17th & Tremont Place 80203; 6/9 Las Vegas c/o Stardust Hotel & Country Club, 3000 Las Vegas Blvd. S. 89101; 6/10-12 Los Angeles c/o Continental Hyatt House, 8401 Sunset Blvd., Hollywood 90069; 6/13-15 San Francisco c/o Sheraton Palace Hotel, Market at New Montgomery 94119; 6/16-18 Chicago c/o Palmer House, 17 E. Monroe St. 60690; 6/19-7/2 New York City c/o Roosevelt Hotel, Madison Ave.

Agencies

Specific foreign firms have expressed interest in agency agreements for the products listed below. Exclusive agencies for these products are wanted only if specified.

made fiber and silk broad woven fabrics for the garment industry. J. S. Agenturen (agent), 74 Jisperveldstraat, Amsterdam. WTD 4/70.

223 Broad woven fabric mills, wool

22300—NETHERLANDS—Wool woven and knit fabrics for the garment industry. J. S. Agenturen (agent), 74 Jisperveldstraat, Amsterdam. WTD 4/70.

225 Knitting mills, products

22500—NETHERLANDS—Knit fabrics for the garment industry. J. S. Agenturen (agent), 74 Jisperveldstraat, Amsterdam. WTD 4/70.

231 Men's, youths', boys' suits, coats, overcoats

23111—THAILAND—Firemen's suits, helmets and top boot. Request catalogs, c.i.f. Bangkok prices. Mine & Construction Equipment Ltd. (importer, distributor), 22/11 Mittraparb Highway, Bangkok. WTD in preparation.

239 Fabricated textile products

23940—TRINIDAD & TOBAGO—Canvas top materials for the manufacture of sneakers and other canvas top shoes. Interested in exclusive distributorship rights to handle this type of material. E. P. Gibbs, Ltd. (importer, distributor, agent), 17 Charlotte St., Port of Spain. WTD in preparation.

241 Logging camps, logging contractors

24110—ITALY—Douglas Fir (No. 2 clear and better-R List), Carolina yellow pine, flitches. Fratelli Romanelli (distributor), Via Milazzo, 14, 33100 Udine. WTD 12/69.

252 Office furniture

25224 — AUSTRIA — Metal furniture for electronic data processing departments. Correspondence requested in German. Gerta Schoenbichler (importer, distributor, retailer), Reichsstrasse 104, A-6804 Feldkirch. WTD 4/70.

264 Converted paper, paperboard products

26410 — GERMANY — Special, technical paper; all kinds. Request price quotations c.i.f. Hamburg or Bremen. Hans-Georg Gallenkamp (importer, agent, exporter), 36 Niederloericker Strasse, 4005 Buederich. WTD 4/70.

26414—AUSTRIA—Pressure sensitive labels for electronic data processing purposes. Correspondence requested in German. Gerta Schoenbichler (importer, distributor, retailer), Reichsstrasse 104, A-6804 Feldkirch. WTD 4/70.

011 Field crop farms

01130—PANAMA—Food grains including lentils, red kidney beans. Horna Hermanos, S.A. (importer, distributor, agent), Horna Hermanos, S.A., P.O. Box 8377, Panama 7, R.P. WTD 1/70.

01130—PANAMA—Dry beans. Horna Hermanos, S.A. (importer, agent), Horna Hermanos, S.A., P.O. Box 8377, Panama 7, R.P. WTD 1/70.

201 Meat products

20116—PANAMA—Salted pigtails, in 35, 50, or 100 lbs. Horna Hermanos, S.A. (importer, distributor, agent), Horna Hermanos, S.A., P.O. Box 8377, Panama 7, R.P. WTD 1/70.

203 Canning, preserving foods

20310 — PANAMA — Canned tuna fish, 1 pound cans. Horna Hermanos, S.A. (importer, distributor, agent), Horna Hermanos, S.A., P.O. Box 8377, Panama 7, R.P. WTD 1/70.

20323—PANAMA—Canned pork and beans. Horna Hermanos, S.A. (importer, distributor, agent), Horna Hermanos, S.A., P.O. Box 8377, Panama 7, R.P. WTD 1/70.

20331—PANAMA—Canned fruits including apricots, fruit cocktail, olives, peaches. Horna Hermanos, S.A. (importer, distributor, agent), Horna Hermanos, S.A., P.O. Box 8377, Panama 7, R.P. WTD 1/70.

20332 — PANAMA — Canned vegetables; mixed vegetables, carrots, green beans, sweet corn. Horna Hermanos, S.A. (importer, distributor, agent), Horna Hermanos, S.A., P.O. Box 8377, Panama 7, R.P. WTD 1/70.

20334—PANAMA—Canned fruit juices, including apple and grape. Horna Hermanos, S.A. (importer, distributor, agent), Horna Hermanos, S.A., P.O. Box 8377, Panama 7, R.P. WTD 1/70.

209 Food preparations

20999—PANAMA—Spices. Horna Hermanos, S.A. (importer, distributor, agent), Horna Hermanos, S.A., P.O. Box 8377, Panama 7, R.P. WTD 1/70.

221 Broad woven fabric mills, cotton

22100—NETHERLANDS—Woven fabrics for the garment industry. J. S. Agenturen (agent), 74 Jisperveldstraat, Amsterdam. WTD 4/70.

222 Broad woven fabric mills, manmade fiber, silk

22200—NETHERLANDS—Finished man-

quotations, c.&f., Karachi. S. Mohammed Aquil (importer), P.O. Box 15, Station Rd., Hyderabad. WTD in preparation.

59330 — PAKISTAN — Second hand clothing; coats, women's, children's and infants'. Request price quotations, c.&f., Karachi. Rahmat & Co. (importer), 4, Hanuman Bldg., Dolikhata, Soldier Bazar, Karachi. WTD in preparation.

59330 — PAKISTAN — Second hand clothing; woolen and silken. Request price quotations, c.&f., Karachi. Ashlay Corp. (importer), 121 Al-Hayat Market, Near Plaza Cinema, Bunder Rd., Karachi-3. WTD in preparation.

Visiting Buyers and Officials

Scheduled arrival dates and U.S. addresses indicated

AFGHANISTAN—Saifurrahman Mansuri, Zia Khwaja Mansuri Co., Kabul, **interested in contacting U.S. used clothing suppliers and manufacturers of plastic equipment and requesting technical information.** End of May via New York for 1 mo. c/o S. Sultan Mansur Bldg., 1, Route 202, Montville, N.J. 07045. Itinerary: New York, Washington, D.C., Chicago. WTD 5/70.

AUSTRALIA—J. Ashton-Martin, Managing Director, and K. R. Johnstone, Manager, Over Division, Martin Furnace & Engineering Pty. Ltd., 168 Euston Rd., Sydney, N.S.W., **interested in licensing arrangements for furnace and heating equipment and in importing new products in this field.** May 14 via Oakland, Calif. for 3 weeks. c/o Statler Hilton Hotel, Euclid Ave. & E. 12th St., Cleveland, Ohio 44101. Itinerary: Cleveland, Grand Rapids, O., Miami, Milwaukee, Detroit, Toledo, O., New York, Pittsburgh. WTD 5/70.

INDIA—Taramani Mandelia, Happy Home, Century Bhavan, Dr. Annie Besant Road, Worli, Bombay 25, **interested in promoting exports of Indian handicrafts, novelties and food products to the U.S.** May 31 via Denver for approx. 1 week. c/o Mitsubishi Shoji Intl. Corp., Seattle Branch, Central Bldg., 811 Third Ave., Seattle, Washington 98104. Itinerary: Denver, Seattle, Miami, New York, Washington, D.C., San Francisco. WTD in preparation.

SINGAPORE—Paul S. M. Peng, Dental Supply & Laboratories Co., 55 Stamford Rd., Singapore 6, **interested in arts and handicraft supplies, ceramics, glazes and enamels, industrial castings, jewelry findings, hospital equipment and supplies.** May 15 via San Francisco for 4 mos. c/o Austenal Do., Div. of Howmet Corp., 3 West 61 St., New York, N.Y. 10023. Itinerary: Los Angeles, Seattle, Chicago, Baltimore, Washington, D.C. cities in Florida, New York. WTD in preparation.

SOUTH AFRICA—B. Falkson, representing his own firm, P.O. Box 1720, Pretoria, Transvaal, **interested in consumer products, light manufacturing, marketing of new products.** May 30 via Washington, D.C. for approx. 4 weeks. Itinerary: 5/30-31 Washington, D.C. c/o America Hotel, Thomas Circle, 14th & M Sts., NW. 20005; 6/1-5 Dayton, Ohio c/o Holi-

XUM

26451—AUSTRIA—File folders and cases for endless business forms. Correspondence requested in German. Gerta Schoenbichler (importer, distributor, retailer), Reichsstrasse 104, A-6804 Feldkirch. WTD 4/70.

26495—AUSTRIA—Paper tape for data-recording, input, output and transmission devices. Correspondence requested in German. Gerta Schoenbichler (importer, distributor, retailer), Reichsstrasse 104, A-6804 Feldkirch. WTD 4/70.

281 Industrial chemicals

28134 — THAILAND — Refrigerant gases. Request catalogs, c.i.f. Bangkok prices. Kulthorn Engineering Ltd. Partnership (importer, distributor), 180/6 & 202 Larn Luang Rd., Bangkok. WTD in preparation.

287 Agricultural chemicals

28790—PANAMA—Agricultural chemicals. Horna Hermanos, S.A. (importer, distributor, agent), Horna Hermanos, S.A., P.O. Box 8377, Panama 7, R.P. WTD 1/70.

299 Products of petroleum, coal

29920—PAKISTAN—Lubricating oils. Request catalogs and quotations c.&f. Karachi. Eastern Enterprises (agent), 21, Idrees Chambers, Wood St., Karachi. WTD in preparation.

307 Plastic products

30798—AUSTRIA—Office supplies of plastic materials; index cards, guide cards, tabs. Correspondence requested in German. Gerta Schoenbichler (importer, distributor, retailer), Reichsstrasse 104, A-6804 Feldkirch. WTD 4/70.

325 Structural clay products

32550—PAKISTAN—Fire clay bricks. Request catalogs, quotations c.&f. Karachi. Eastern Enterprises (agent), 21, Idrees Chambers, Wood St., Karachi-2. WTD in preparation.

342 Cutlery, hand tools, general hardware

34233 — ITALY — Tools and devices for printed board circuits. Euromatic (distributor), Via Foscolo 10, 35100 Padova. WTD 11/69.

34291 — NETHERLANDS — High tension steel closing seals for ships, shackles, related marine hardware. Handelsonderneming TECHNOSHIP (Attn: J. J. Siezen, Mgr.) (agent), 25 Ambachtshof, or P.O. Box 101, Bodegraven. WTD 4/70.

34295—THAILAND—Hardware for refrigerators. Request catalogs, c.i.f. Bangkok prices. Kulthorn Engineering Ltd. Partnership (importer, distributor), 180/6 & 202 Larn Luang Rd., Bangkok. WTD in preparation.

344 Fabricated structural metal products

34411 — SPAIN — Aluminum, fabricated structural, for buildings. Jose A. Navarro Chulvi (agent), Heroe Romeu, 16, Valencia (8). WTD 3/70.

34413—PAKISTAN—Aluminum, fabricated structural. Request catalogs and quotations, c.&f. Karachi. Prestige Wood-Works (agent), Near Husaini Petrol Pump, Jail Rd., Karachi-5. WTD in preparation.

34422 — SPAIN — Aluminum window sash and frames, except storm windows. Jose A. Navarro Chulvi (agent), Heroe Romeu, 16, Valencia (8). WTD 3/70.

346 Metal stampings

34611 — NETHERLANDS — Non-electric household, kitchen, institutional metal utensils, except forks, spoons, knives, pots, pans. Tel International N.V., Attn: J. A. M. Verdonschot (agent), 92 Herenweg, Heemstede. WTD 5/70.

348 Fabricated wire products

34819—THAILAND—Steel mat, standard size for airport use. Request catalogs, c.i.f. Bangkok prices. Mine & Construction Equipment Ltd. (importer, distributor), 22/11 Mettraparb Highway, Bangkok. WTD in preparation.

349 Fabricated metal products

34970—NEW ZEALAND—Gold stamping foil for the printing trade, approx. 24" wide, on rolls of about 300 ft. Daily Imports Napier Ltd. (importer, distributor, agent), 93 Nelson St., P.O. Box 666, Napier. WTD 4/70.

352 Farm machinery

35228—PAKISTAN—Poultry farm equipment. Request catalogs and quotations, c.&f. Karachi. Eastern Enterprises (agent), 21, Idrees Chambers, Wood St., Karachi-2. WTD in preparation.

353 Construction, mining, materials handling machinery, equipment

35319—THAILAND—Service truck for airport emergency use, equipped with hoist, other accessories. Dust collector trucks for use on runway, with radio. Request catalogs, c.i.f. Bangkok prices. Mine & Construction Equipment Ltd. (importer, distributor), 22/11 Mittraparb Highway, Bangkok. WTD in preparation.

35370—THAILAND—Fork lift trucks, with broad capacity range. Request catalogs, brochures and c.i.f. Bangkok prices. American Trading Co. (importer, distributor), 57 Soi Ngarm Doo Plee, Thungmahamek, Bangkok. WTD in preparation.

35370—THAILAND—Trucks, lifter for aircraft, 6 wheels, 10 tons capacity; trucks, 3 axles with winch 7 tons capacity; aircraft lifting bag, 25 tons capacity for elevating plane. Request catalogs, c.i.f. Bangkok prices. Mine & Construction Equipment Ltd. (importer, distributor), 22/11 Mittraparb Highway, Bangkok. WTD in preparation.

354 Metalworking machinery

35424—ITALY—Automatic feeds for medium and large size presses; equipment, accessories for the automation of presses. EURIT macchine utensili ed istrumenti (agent), Via Legnano 15, 10128—Turin. WTD 5/70.

35451—PAKISTAN—Metalworking machinery; small cutting tools, drills, reamers, hobs, threading tools, dies, single point tools for vocational instructional industrial education. Beas Enterprisers (agent), 68/1-E, Purana Paltan, Dacca-2. WTD 3/70.

355 Special industry machinery

35595—ITALY—Machinery for the production and control of semi-conductors. ADELCO, Advanced Electronic Components (distributor), Viale S. Gimignano 38, 20146 Milan. WTD in preparation.

356 General industrial machinery

35690—THAILAND—Jacks, hydraulic, for aircraft, with capacity of 50 tons. Request catalogs, c.i.f. Bangkok prices. Mine & Construction Equipment Ltd. (importer, distributor), 22/11 Mittraparb Highway, Bangkok. WTD in preparation.

35615—ITALY—Submersible pumps. Fluidel (distributor), Via Canonica 20, 20154 Milan. WTD 12/69.

358 Service industry machines

35892 — THAILAND — Sewage purification equipment, demineralizers, packaged type. Request catalogs, brochures and c.i.f. Bangkok prices. Centwo Thailand Ltd. (importer, distributor), 490 Patumwan Circle, G.P.O. Box 2066, Bangkok. WTD in preparation.

361 Electric transmission, distribution equipment

36122—PAKISTAN—Transformers, power and distribution. Request catalogs and quotations, c.&f. Karachi. Eastern Enterprises (agent), 21, Idrees Chambers, Wood St., Karachi-2. WTD in preparation.

36131—PAKISTAN—Switchgear, including power switchgear assemblies. Request catalogs and quotations, c.&f. Karachi. Eastern Enterprises (agent), 21, Idrees Chambers, Wood St., Karachi. WTD in preparation.

362 Electrical industrial apparatus

36215 — PAKISTAN — Generator sets. Request catalogs and quotations, c.&f. Karachi. Eastern Enterprises (agent), 21, Idrees Chambers, Wood St., Karachi-2. WTD in preparation.

36220—ITALY—Contactors, relays, plug-in relays and screw terminal receptacles. Euromatic (distributor), Via Foscolo 10, 35100 Padova. WTD 11/69.

363 Household appliances

36360—SPAIN—Industrial sewing machines. Estudios TAI (engineering consultants), Duque de Sesto, 31, Madrid (9). WTD 5/70.

367 Electronic components, accessories

36795 — ITALY — Electronic components: connectors, ferrites, potentiometers, switches, components for semi-conductors. ADELCO, Advanced Electronic Components (distributor), Viale S. Gimignano 38, 20146 Milan. WTD in preparation.

369 Electrical machinery, equipment, supplies

36930—PAKISTAN—X-ray equipment including x-ray tubes and electrotherapeutic apparatus. Beas Enterprisers (agent), 68/1-E, Purana Paltan, Dacca-2. WTD 3/70.

371 Motor vehicles, motor vehicle equipment

37130—THAILAND—Fire truck for airport, hydraulic operated, or manual operated in case of emergency, hose, booster line, 2 engines preferable V-8 type, with capacity of 2,000 gals., 3 axles, 3 nozzles, 1 at top, front, lower part of truck; includes 1 trailer for containing dry chemicals, capacity of 500 lbs., to be used with hydrogen. Request catalogs, c.i.f. Bangkok prices. Mine & Construction Equipment Ltd. (importer, distributor), 22/11 Mittraparb Highway, Bangkok. WTD in preparation.

381 Engineering, laboratory, scientific, research instruments

38112—LEBANON—Scientific instruments.

Scientific Instruments (Farid Makhlouf) (importer, distributor, agent), Sin-El-Fil, P.O. Box 5910, Beirut. WTD 3/70.

38112—PAKISTAN—Laboratory, scientific instruments for research work in universities, research and industrial laboratories. Beas Enterprisers (agent), 68/1-E, Purana Paltan, Dacca-2. WTD 3/70.

382 Instruments for measuring, controlling, indicating physical characteristics

38213 — ITALY — Turbine, electronic flow meters. Fluidel (distributor), Via Canonica 20, 20154 Milan. WTD 12/69.

384 Surgical, medical, dental instruments

38410—LEBANON—Medical instruments; all kinds. Scientific Instruments (Farid Makhlouf) (importer, distributor, agent), Sin-El-Fil, P.O. Box 5910, Beirut. WTD 3/70.

38410—PAKISTAN—Surgical, medical instruments and apparatus; hypodermic syringe, needles, anesthesia apparatus and oxygen tents, blood pressure apparatus, ophthalmoscopes, otoscopes and cystoscopes. Beas Enterprisers (agent), 68/1-E, Purana Paltan, Dacca-2. WTD 3/70.

38421—PAKISTAN—Orthopedic and prosthetic appliances and supplies. Beas Enterprisers (agent), 68/1-E, Purana Paltan, Dacca-2. WTD 3/70.

386 Photographic equipment

38612—ITALY—Electrostatic photocopying machines for documents. Rigoli—F.I.M.E. (distributor), Via Riva di Trento 24, 20139 Milan. WTD 11/69.

395 Pens, pencils, office, artists' materials

39550 — AUSTRIA — Inked ribbons and sheets for use with electronic data processing equipment. Correspondence requested in German. Gerta Schoenbichler (importer, distributor, retailer), Reichsstrasse 104, A-6804 Feldkirch. WTD 4/70.

Power station extension in Malaysia opened for international bidding

The National Electricity Board, Kuala Lumpur, invites tenders for the extension of the Tuanku Ja'Afar Power Station, Port Dickson, State of Negri Sembilan. The work is to be financed from World Bank sources.

The work involved in Contract No. 1901/4 is (a) in auxiliary bay and electrical annex of turbine and boiler house, construct reinforced concrete elevated floors, bases for plant, lay granolithic and terrazzo floors, construct transformer bases and bays, brickwalls, concrete casing certain steel columns and beams, construct reinforced concrete roof and weatherproof annex; (b) in turbine and boiler house, complete ground level floors in granolithic finish around bases, lay trench covers between plant, construct secondary plant bases, lay terrazzo tile around turbines and along galleries, supply and install turbine hall handrails, construct perimeter dwarf walls to underside of sheeting, construct one unit control room of brick and double-glazed walls with light-weight roof steel trusses; (c) work external to main building, complete and carry out remedial works to station roads, drains and services. Undertake small construction works. Install plant bases and other auxiliary works.

The conditions of the contract are the standard conditions of National Electricity Board contracts, generally based upon conditions of contract for overseas works mainly of "Civil Engineering Construction" (first edition, August 1966), with certain variations and additions.

A brief description of the contract may be obtained from Preece, Cardew & Rider, "Paston House," 165/167 Preston Rd., Brighton, Sussex BNI 6AF, England; a request for this must be accompanied by a check for the equivalent of 30 pounds sterling. Applicants should use the reference, T.J.P.S. 1901/4. Applications, to be submitted by June 15, must include data on technical and financial ability to execute the works and a list of not less than three recent comparable contracts. Only those tenders for the entire contract works will be accepted.

A set of tender documents may be viewed in Room 5611 of the Construction and Building Materials Division, Department of Commerce, Washington, D.C. (202-967-3602).

Pakistan agency is interested in microwave equipment

The Pakistan Telegraph and Telephone Department has issued Tender No. 21-8/69/760 for the supply and installation of microwave equipment. The bid deadline is July 30.

Bids should offer a multichannel microwave equipment system to link Dacca-Sylhet and Dacca-Mymensingh with a spur to Bogra.

Copies of the tender announcement and specifications are available from M.N.A. Kirmani, Divisional Engineer, (Purchase) T&T Directorate General, Government of Pakistan, Block No. 12, Room No. 2, Frere Road, Karachi, Pakistan on payment of 100 rupees. A single copy is available on a short-term loan basis to firms located in the U.S. from the Communications-Electronics Division, BDSA-643, Room 4209, U.S. Department of Commerce, Washington, D.C. 20230 ★(202-967-4823).

Teleprinter equipment and parts sought by Korean Government

The Office of Supply, Government of the Republic of Korea, has issued Tender No. SCL-0084-PII for the supply of teleprinter equipment. The bid deadline is June 18.

Bids should offer 12 ASR teleprinters, 33 KSR teleprinters and associated parts.

Copies of the tender announcement and specifications are available from the Procurement Office in New York, Joon Shik Kim, Procurement Attache, Korean Consulate-General, 9 E. 80th St., New York, N.Y., 10021 or on a short-term loan basis to firms located in the U.S. from the Communications-Electronics Division, BDSA-643, Room 4209, U.S. Department of Commerce, Washington, D.C. 20230 ★(202-967-4823).

Bolivia issues tender on supply of telecommunications devices

The Empresas Nacional De Telecommunicaciones S.A. La Paz has issued Tender No. 180-SF-BO for the engineering, furnishing, installation and commissioning of two telecommunications projects. The bid deadline is June 10.

Bids should offer these services for telephone and telegraph equipment for Lake Titicaca (project b) and between Santa Cruz and Puerto Suarez (project c).

Copies of the tender announcement and specifications are available only from the Empresa Nacional De Telecommunicaciones S.A. Av. 20 De Octubre, Edificio Conavi, Casilla 4450, La Paz for U.S. $30. A synopsis of these projects is available on a short-term loan basis to firms located in the U.S. from the Communications-Electronics Division, BDSA-643, Room 4209, U.S. Department of Commerce, Washington, D.C. 20230 ★(202-967-4823).

Future Construction

For maximum assistance to those interested in overseas construction projects, U.S. Foreign Service officers report them as soon as possible, often in early planning stages. Some may not reach completion as originally proposed. In such cases additional information is published as it is obtained.

VENEZUELA—The Downtown Center of Caracas Urban Development Project to be executed by Centro Simon Bolivar, an autonomous government institute, has been discussed for many years and now seems to have been finalized. However, there is no firm time-schedule. Centro Simon Bolivar stated that it intends to carry out this project but will have to do so as funds become available. Some landscaping, small parks and shopping areas have already been built in conjunction with the two new buildings completed in 1969 which house mainly government offices. The total plan is to cost $133 million and will consist of the following projects: apartments—6,820 units, 560,000 sq. meters; parks—108,000 sq. meters; office space—136,000 sq. meters; commercial area—60,000 sq. meters; parking space—277,000 sq. meters, 8,550 cars; shops—14 units; supermarkets—2; free market—1; soda fountains—6; pools—3; gymnasium—1; bowling alley—1; movie theaters—3; concert hall—1 for 800 persons; library—1; exposition halls—2; social centers—6, and chapel—1. In addition, the project foresees the following details: connecting bridges between buildings; integration of existing Avenida Bolivar (east-west) into the complex and into the urban north-south transit system; tunnel connection for pedestrians to Los Caobos Park; automatic laundries; open sports fields; schools; access to planned subway station. The existing museums, the Caracas Hilton Hotel, the bull ring and other art, educational and recreational facilities in this general area of the city will become part of the entire new city center. Export opportunities appear to exist in air conditioning equipment, sports equipment, sound and motion picture equipment, general building supplies, elevators, lighting systems, escalators, water distribution equipment, and numerous other items. Interested U.S. companies should contact: Centro Simon Bolivar C.A., Torre Norte, Centro Simon Bolivar, Caracas.

XUM

New Books and Reports

INTERNATIONAL MARKETING INFORMATION SERVICE

Latest IMIS reports are:

Exhibitors Export Market Guides *(for U.S. Trade Center shows and special exhibits).* Reports run from three to ten pages and cost ten cents apiece:

Tokyo—U.S. Packaging Machinery Exhibition, Tokyo Int'l Packaging Exhibition, Sept. 22-28, IMIS 70-9.

Munich—Electronic components and equipment, Electronica 1970, Nov. 5-11, IMIS 70-12.

Paris—Restaurant, hotel supplies, Equip' Hotel, Oct. 8-19, IMIS 70-14.

Milan—Computer terminals and peripheral equipment, Biennial International Instrumentation and Automation Show, Nov. 20-26, IMIS 70-15.

Dusseldorf—Oceanology equipment, INTEROCEAN '70, Nov. 10-15, IMIS 70-17.

Tokyo—U.S. computer solo exhibition, International Trade Center (Harumi), Oct. 12-17, IMIS 70-18.

London—Plastics industry equipment and materials, U.S. Trade Center, Sept. 21-25, IMIS 70-19.

Milan—Pulp and paper processing and conversion, U.S. Trade Center, Oct. 13-17, IMIS 70-20.

London—Flow automation equipment, U.S. Trade Center, Nov. 9-13, IMIS 70-21.

Frankfurt—Industrial air treatment equipment, U.S. Trade Center, Nov. 9-13, IMIS 70-22.

Taipei—Industrial and business equipment, Nov. 16-21, IMIS 70-23.

Country Market Digests *(list the best-selling U.S. products in individual foreign countries),* ten cents apiece:

Best U.S. Sales Prospects in Libya, IMIS 70-101.

Best U.S. Sales Prospects in Yugoslavia, IMIS 70-102.

Best U.S. Sales Prospects in Austria, IMIS 70-103.

Best U.S. Sales Prospects in New Zealand, IMIS 70-104.

World Markets for U.S. Exports *(study the market for a specific U.S. export category in an individual foreign country),* ten cents apiece:

Electronic data processing equipment —Sweden, IMIS 70-200.

Electronic data processing equipment —Denmark, IMIS 70-201.

Electronic data processing equipment —Spain, IMIS 70-202.

Construction materials and systems—Germany, IMIS 70-203.

Dental equipment and supplies—Japan, IMIS 70-204.

Electronic data processing equipment —Germany, IMIS 70-205.

Components and production equipment for the electronics industry—Switzerland, IMIS 70-206.

IMIS reports are available from Commerce Field Offices or from Sales & Distribution Branch, Room 2119, Department of Commerce, Washington, D.C. 20230.

***The Market for Selected Manufactured Products from Developing Countries in Cameroon (128pp.), Libya (129pp.) and Malaysia (109pp.).* International Trade Center, UNCTAD/GATT, Geneva, $3 apiece (free to traders in developing countries).**

These are part of a 21-report series originally undertaken by UNCTAD/GATT at the request of the Brazilian Government to determine the market for Brazilian products in the national markets of 20 developing countries and South Africa. Although the research was conducted specifically for export promotion of Brazilian manufactures, the Centre says that the findings can be equally valuable to all developing countries in expanding their exports of similar products.

Other volumes will cover Ghana, Ivory Coast, Liberia, Morocco, Nigeria, Senegal, Bahrain, Kuwait, Qatar, Saudi Arabia, the Trucial States, Taiwan, Hong Kong, Iran, Philippines, Singapore and Thailand.

Write: International Trade Centre, UNCTAD/GATT, Palais des Nations, 1211 Geneva 10, Switzerland.

***Canada's Trade Policy in the Second Development Decade.* By Benjamin and Jean Higgins. Published by the Canadian Economic Policy Committee of the Private Planning Assn. of Canada. Montreal. 70pp. $2.**

The authors divide their study into chapter headings on: trade and development—theory versus history; the nature of the less-developed countries' trade problems; interpreting the trends; Canada's trade with less-developed countries; and developing an integrated approach to the Second Development Decade.

Write: Private Planning Assn. of Canada, 2060 Sun Life Bldg., Montreal 110, Quebec, Canada.

***Overseas Business Reports.* U.S. Department of Commerce. Washington, D.C. 1969. $16 per year. ($5 additional for overseas mailing), 15 cents per copy.**

Foreign Trade Regulations of the Republic of Korea. OBR 69-85. 9pp. Describes Korea's trade policy, import tariff system, special customs provisions, internal taxes, shipping documents, marking and labeling requirements, non-tariff import controls, export controls, and U.S. controls affecting trade with Korea.

Foreign Trade Regulations of the Netherlands Antilles. OBR 70-2. 5pp. Contains the same basic types of information as OBR 69-85, above.

U.S. Foreign Trade, 1963-69. OBR 70-3. 24pp. Fourteen tables reviewing the U.S. trade performance during the past seven years.

Establishing a Business in Canada. OBR 70-4, 20pp. Summarizes the investment climate in Canada, trade factors affecting investment, the extent of foreign investment, legislation governing investment, types of business organization, industrial property rights, taxation, availability of capital, and employment.

Basic Data on the Economy of Norway. OBR 70-5. 15pp. Outlines the general structure of the economy, the different industrial sectors, labor force, finance, foreign trade, and economic outlook.

Selling in the Republic of Ireland. OBR 70-6. 11pp. Maps out the road to selling, commercial practices, marketing aids and Government procurement; also gives notes for business travelers.

Establishing a Business in Malaysia. OBR 70-7. 11pp. Contains the same general categories of information as OBR 70-4, above.

Establishing a Business in the Democratic Republic of the Congo. OBR 70-8. 15pp. Contains the same general categories of information as OBR 70-4, above.

Market Factors in Mexico. OBR 70-9. 18pp. Reports on the overall economic outlook, the nature of the market, the major competition which U.S. firms can expect to encounter, and analyzes the market for selected commodities.

Foreign Trade Regulations of Cyprus. OBR 70-17. 6pp. Contains the same general categories of information as OBR 69-85, above.

Write: any Department of Commerce Field Office or Superintendent of Documents, U.S. Government Printing Office, Washington, D.C. 20402.

☆ U. S. GOVERNMENT PRINTING OFFICE 1970—392 317/47

Calendar *for international traders*

CHICAGO—June 11—International Trade Club of Chicago luncheon, La Salle Hotel.

CLEVELAND—June 10—Export sales seminar, 10 a.m.-noon, Commerce Field Office.

DETROIT—June 18—World Trade Club of Detroit Dinner, Pick-Fort Shelby Hotel; 6 p.m.

HONOLULU—June 17—How to Get Started in Exporting seminar, 10 a.m., Room 286, Commerce Field Office.

LITTLE ROCK—June 10—Arkansas Exporters' Roundtable luncheon, Coachman's Inn. Sponsors: Exporters' Roundtable and REEC.

LITTLE ROCK—June 10—Export workshop on the U.S. Commercial Exhibits Program, Little Rock Chamber of Commerce. Sponsors: Chamber of Commerce, REEC, Commerce's Memphis Field Office.

MEMPHIS—June 17—Mid-South Exporters' Roundtable annual dinner and election, Cafe St. Clair.

MENLO PARK, CALIF.—June 21-24—Annual review of business prospects: World Business Outlook for the Seventies, Stanford Research Institute. Commerce Speaker: Lawrence A. Fox, Deputy Asst. Secretary of Commerce for International Trade Policy.

NASHVILLE—June 25—Middle Tennessee Exporters' Roundtable on the Port of New Orleans, Statler-Hilton Motel.

NEW YORK—June 10—Dinner meeting of FCIB Publishers Export Credit Group, Advertising Club, 4 p.m.

PHOENIX—June 23 and 25—In-office export workshop, 10 a.m.-noon, Commerce Field Office.

ST. LOUIS—June 16—"Show You" export workshop on Documentation, Conference Room, Federal Bldg., 2 p.m. Sponsors: World Trade Club of St. Louis, Chamber of Commerce, and Commerce Field Office.

SAN FRANCISCO — June 8 — First session in the nine-week summer-seminar in international management conducted by the Center for World Business, San Francisco State College.

SEATTLE—June 9—Session on Banking and Insurance for Exporters, Commerce Field Office, 8021 Federal Office Bldg., 10 a.m.-12

U.S. DEPARTMENT OF COMMERCE—FIELD OFFICES

Information and advice is available from these offices on: foreign markets for U.S. products and services, economic facts on foreign countries, firms with marketing facilities overseas, trade and investment opportunities abroad, Government financing aid to exporters, foreign exchange regulations and procedures, export and import statistics.

ALBUQUERQUE, N. MEX., 87101, U. S. Courthouse. Area Code 505, 843-2386.

ANCHORAGE, ALASKA, 99501, 412 Hill Bldg., 632 Sixth Ave. Area Code 907, 272-6531.

ATLANTA, GA., 30303, 4th Floor Home Savings Bldg., 75 Forsyth St., NW. Area Code 404, 526-6000.

BALTIMORE, MD., 21202, 305 U.S. Customhouse, Gay and Lombard Sts. Area Code 301, 962-3560.

BIRMINGHAM, ALA., 35205, Suite 200-201, 908 S. 20th St. Area Code 205, 325-3327.

BOSTON, MASS., 02203, Room 510, John Fitzgerald Kennedy Federal Bldg. Area Code 617, 223-2312.

BUFFALO, N.Y., 14203, 504 Federal Bldg., 117 Ellicott St. Area Code 716, 842-3208.

CHARLESTON, S.C., 29403, Federal Bldg., Suite 631, 334 Meeting St. Area Code 803, 577-4171.

CHARLESTON, W. VA., 25301, 3000 New Federal Office Bldg., 500 Quarrier St. Area Code 304, 343-6181 Ext. 375 and 376.

CHEYENNE, WYO., 82001, 6022 Federal Bldg., 2120 Capitol Ave., Area Code 307, 778-2220.

CHICAGO, ILL., 60604, 1486 New Federal Bldg., 219 S. Dearborn St. Area Code 312, 353-4400.

CINCINNATI, OHIO, 45202, 8028 Federal Office Bldg., 550 Main St. Area Code 513, 684-2944.

CLEVELAND, OHIO, 44114, Room 600, 666 Euclid Ave. Area Code 216, 522-4750.

DALLAS, TEX., 75202, Room 1200, 1114 Commerce St. Area Code 214, 749-3287.

DENVER, COLO., 80202, Room 161 New Customhouse, 19th and Stout Sts. Area Code 303, 297-3246.

DES MOINES, IOWA, 50309, 609 Federal Bldg., 210 Walnut St. Area Code 515, 284-4222.

DETROIT, MICH., 48226, 445 Federal Bldg. Area Code 313, 226-6088.

GREENSBORO, N.C., 27402, 258 Federal Bldg., W. Market St. P.O. Box 1950. Area Code 919, 275-9111.

HARTFORD, CONN., 06103, Room 610-B, Federal Office Bldg., 450 Main St. Area Code 203, 244-3530.

HONOLULU, HAWAII, 96813, 286 Alexander Young Bldg., 1015 Bishop St. Area Code 808, 546-5977.

HOUSTON, TEX., 77002, 5102 Federal Bldg., 515 Rusk Ave. Area Code 713, 226-4231.

JACKSONVILLE, FLA., 32202, P.O. Box 35087, 400 W. Bay St. Area Code 904, 791-2796.

KANSAS CITY, MO., 64106, Room 1840, 601 E. 12th St. Area Code 816, 374-3141.

LOS ANGELES, CALIF., 90024, 11th Floor, Federal Bldg., 11000 Wilshire Blvd. Area Code 213, 824-7591.

MEMPHIS, TENN., 38103, 710 First American Bank Bldg., 147 Jefferson Ave. Area Code 901, 534-3214.

MIAMI, FLA., 33130, Rm. 821, City National Bank Bldg., 25 W. Flagler St. Area Code 305, 350-5267.

MILWAUKEE, WIS., 53203, Straus Bldg., 238 W. Wisconsin Ave. Area Code 414, 272-8600.

MINNEAPOLIS, MINN., 55401, 306 Federal Bldg., 110 S. Fourth St. Area Code 612, 725-2133.

NEW ORLEANS, LA., 70130, 909 Federal Office Bldg., S., 610 South St. Area Code 504, 527-6546.

NEW YORK, N.Y., 10007, 41st Floor, Federal Office Bldg., 26 Federal Plaza, Foley Sq. Area Code 212, 264-0634.

PHILADELPHIA, PA., 19107, Jefferson Bldg., 1015 Chestnut St. Area Code 215, 597-2850.

PHOENIX, ARIZ., 85025, 5413 New Federal Bldg., 230 N. First Ave. Area Code 602, 261-3285.

PITTSBURGH, PA., 15222, 2201 Federal Bldg., 1000 Liberty Ave. Area Code 412, 644-2850.

PORTLAND, ORE., 97204, 217 Old U.S. Courthouse, 520 S.W. Morrison St. Area Code 503, 226-3361.

RENO, NEV., 89502, 2028 Federal Bldg., 300 Booth St. Area Code 702, 784-5203.

RICHMOND, VA., 23240, 2105 Federal Bldg., 400 N. 8th St. Area Code 703, 649-3611.

ST. LOUIS, MO., 63103, 2511 Federal Bldg., 1520 Market St. Area Code 314, 622-4243.

SALT LAKE CITY, UTAH, 84111, 3235 Federal Bldg., 125 S. State St. Area Code 801, 524-5116.

SAN FRANCISCO, CALIF., 94102, Federal Bldg., Box 36013, 450 Golden Gate Ave. Area Code 415, 556-5864.

SAN JUAN, P.R., 00902, Room 100, Post Office Bldg. Phone 723-4640.

SAVANNAH, GA., 31402, 235 U.S. Courthouse and Post Office Bldg., 125-29 Bull St. Area Code 912, 232-4321.

SEATTLE, WASH., 98104, 8021 Federal Office Bldg., 909 First Ave. Area Code 206, 583-5615.

XUM

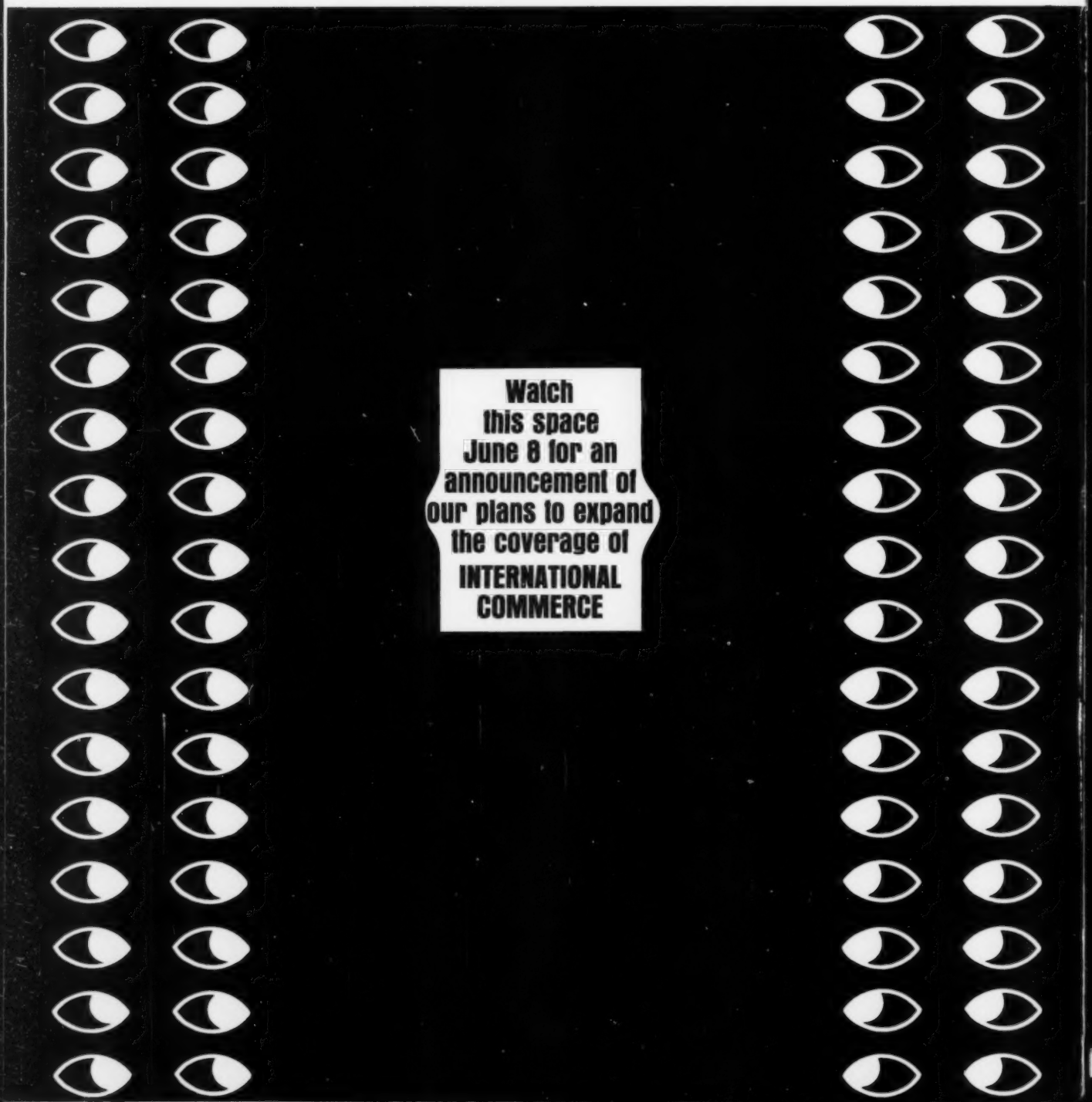
UNITED STATES
GOVERNMENT PRINTING
DIVISION OF PUBLIC DOC
WASHINGTON, D C. 2

OFFICIAL BUSINES

CR - MAY 46129
UNIVERSITY MICROFILMS
SERIALS SECTION
300 NORTH ZEEB RD
ANN ARBOR MICH 48106

POSTAGE AND FEES PAID
U.S. GOVERNMENT PRINTING OFFICE

First-Class Mail



XUM